

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

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by its gallipot

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hygiene**

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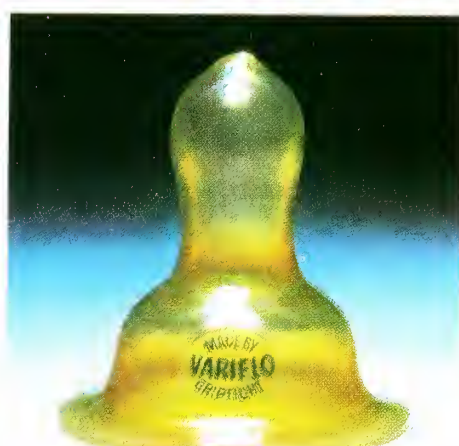
**Photo code
of practice
set up**

**PSNC step up
parliamentary
campaign**

**Is there an
effective
sanction?**

**Fifteen
PSGB Council
candidates**

ESTABLISHED 1846



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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

Panel plays

As delay follows delay in setting up the independent panel to consider chemists' NHS remuneration, the situation could be seen as descending into farce—were it not so serious for the survival of the whole pharmaceutical service. We now have the spectacle of the DHSS taking a week-and-a-half before sending a letter to the Law Society asking them to suggest a chairman, then apparently going another month before discovering that it had never arrived—potentially a £2m loss for chemists!

The saga of the poor remuneration offer to panel members also continues, and of course the country is now in the run-up to a general election, following which there could well be new faces in the various Ministries, if not new Parties. How's that for successful delaying tactics? No wonder PSNC is considering calling in the Ombudsman!

One good thing, however, is that contractors can see for themselves what PSNC has to endure in its negotiations. Alan Smith describes his feelings thus: "Dealing with the Department is like playing squash against a sponge rubber wall—the harder you hit the ball, the deeper it goes in."

Read this code

The photographic industry would surely not be among the more obvious candidates for a code of practice—most of its excesses, such as in discount pricing and direct mail processing, have been discernable by the consumer after a little experience. Yet despite that (or perhaps because of that), the industry is to have a code approved by the Office of Fair Trading from May 1. It is the sixteenth industry code with which OFT has been involved, and is described as "the best so far."

The industry gets its complaints, of course: a surprising 3,000 a year are received by OFT, which believes it sees only the top of the iceberg, say 1 or 2 per cent. But most photo equipment and service is supplied to the public by specialists (dealers, chemists, processors) whose future prosperity depends upon the "satisfied customer." As Mr Bob Unwin, chairman of the code of practice committee, told the trade Press last week: "We would like to think that customers have always been treated well. But if pictures 'don't come out' the fault may lie with camera, customer or processor; with the code we hope there will be no 'slots' through which complaints can fall."

The code itself is detailed (no fewer than 93 paragraphs plus an appendix) but that must not deter retailers from reading every word and considering the implications. For example, receipts for processing are to include a written date by which work *will* be ready for collection (our italics): it may often prove difficult to establish a date which is neither over-cautious and off-putting to the customer, nor too ambitious, causing customer frustration (not to mention the legal aspects). Also there is a provision for "reasonable compensation" in respect of processing work lost or damaged—no longer will the liability be limited to the cost of replacing materials. However, case law concerning "reasonable" suggests that there is no likelihood of facing a claim for another world cruise! (It is up to the customer to indicate that a film is particularly valuable and then both retailer and processor have the right to refuse the work if they wish.)

There is one other point that should be noted—adherence to the code is to be regarded as a condition of membership by subscribing organisations. And while the NPA Board has stated that members would not be expelled only for failing to follow the code, any such failure must obviously be viewed with concern. The warning is clearly there and should be heeded.

Panel delay to be referred to Ombudsman?

Non-delivery of an important letter is being put forward as the latest reason for delay in setting up the panel on chemist contractors' NHS remuneration—coming on top of a dispute about how much panel members should be paid. And the Pharmaceutical Services Negotiating Committee is now considering reference of what it considers "maladministration" to the Parliamentary Commissioner, the "Ombudsman."

The question of the letter was made public by implication in a Commons question to the Secretary for Social Services on Monday when Mr Robin Hodgson, Mr Geoffrey Finsberg and Miss Janet Fookes asked on what date the Department of Health became aware that one of the letters to a panel member had not been received, on what date a second letter was sent, and why a delay had been incurred. Mr Ennals did not reply to these points, but repeated that he hoped to announce the panel "very shortly" and expected it to report in about three months.

The "mystery" letter appears to have been written on February 21 to the Law

Society, asking the Society to nominate a chairman for the panel. It was not discovered that the letter had not arrived until March 20.

In view of the fact that the offer of a panel was made on November 14, 1978, and that the panel's terms of reference were agreed on February 12, the Pharmaceutical Services Negotiating Committee is showing increasing anger over what seem to have been avoidable delays. Originally it had been planned that the panel should meet in January and report by April; now it seems that the earliest the panel could report is the end of July.

Mr Alan Smith, PSNC chief executive, commented to *C&D* on Tuesday: "The delays in sending letters and following them up are inexcusable. Even when the panel reports we have no guarantee of retrospection—or that the new Government will honour the findings. If the claim were to be recommended in full, the delay is costing contractors £2m a month."

□ The Conservative Party said on Tuesday it will establish the panel as soon as possible if elected.

Woolworth to reveal Chanel sources

F. W. Woolworth and Co were ordered by a High Court judge last week to reveal their supply sources of perfumes and toiletries using the Chanel trade mark. The order was made at the request of Chanel Ltd, who are fighting a court action to stop Woolworths selling products not manufactured by Chanel Ltd but which use their trade mark.

Woolworths voluntarily gave a "no sales" undertaking pending full trial of the action. Their counsel, Mr Richard Miller, argued however, against revealing the source of supply. He told Mr Justice Goulding: "There is no allegation that we are pirates, and there is no evidence that our products are inferior."

He said Woolworths wanted time to discover the connection between the three Chanel companies—Chanel SA, of France; Chanel Inc, of America, and Chanel Ltd, of Britain. He argued that Chanel Ltd would not suffer any damage if the source remained undisclosed in the meantime. The judge ordered the source to be revealed within seven days.

Assistant fined

An assistant at John Harley Ltd, Queensway, London was fined £200 plus £50 costs at Marylebone Magi-

strate's Court last week after admitting stealing cosmetics and other items worth £11.50 from the shop.

Mrs Wanda Vassin, who had worked at the pharmacy for six weeks and is expecting a baby in July was stopped by security staff as she was leaving the premises. She later admitted stealing other property earlier in the month.

RHA finance for practice research

Three general practice pharmacists have been granted funds to carry out practice based research. The North East Thames Regional Health Authority finances pharmaceutical, nursing and medical "stimulating progress funds" of which £10,000 is allocated to hospital and general practice pharmacists.

Mr R. Jackson, London, has been granted £300 for research into self-medication aids in multiple therapy. Mr Miall James and Mr D. J. Reid, Essex, have been awarded £300 to study the feasibility of research into the unfulfilled ambitions of general practice pharmacists in patient health care. The RHA will consider further funds when the feasibility study is completed.

Applications for 1980-81 grants should be made to Miss J. Greenleaf, RPhO, NE Thames RHA, 40 Eastbourne Terrace, London W2 3QR by November.

PSNC steps up Parliamentary campaign

Now the general election date has been established, the PSNC has implemented a pre-planned election strategy. PSNC chairman, Mr David Sharpe has written to the leaders of the Conservatives, Liberals and Welsh Nationalists stating the PSNC case for improving remuneration. A meeting has been arranged with Patrick Jenkin MP and Dr Gerard Vaughan MP, Opposition spokesmen on health, and Lord Winstanley, Liberal spokesman on health.

LPC secretaries are being asked to send a letter to Parliamentary candidates in their area emphasising local issues, and the PSNC will be following up this activity particularly in marginal seats. A key to the PSNC's election strategy is the approach being made to the leaders of all three parties, asking for a 300 word statement of their policy on pharmacy and the NHS. Replies will be featured in a special election edition of *Action*, and issued to the pharmaceutical Press.

□ Our PSNC meeting report (March 31, p438) said the number of members who shall form a quorum at LPC conferences shall be 17. This should have referred to the quorum at PSNC meetings under the increased membership.

Liberals support drug bill cuts

The Liberal Party supports the reduction of the nation's drug bill by reducing the total prescribed and by use of the British National Formulary for prescribing and dispensing. A special manifesto on health and personal social services says the party believes clinicians should consider which supplies are really necessary for the individual patient but abhors defensive medicine which wastes resources. The Liberals also believe alternative medicine should be brought within the National Health Service.

Unsupervised supply leads to fine

A pharmacist was fined £150 and ordered to pay £100 costs at Birmingham Magistrates Court recently as a result of the unsupervised supply of two drugs on prescription. Mr Malkit Singh, 28, of Handsworth, Birmingham had used a locum service at his second pharmacy, after the manager had left at short notice. However on the day the prescriptions were dispensed, the locum had failed to arrive. Following a telephone call, a Pharmaceutical Society inspector visited the premises and discovered that a pharmacist had not been present when the prescriptions were dispensed.

Pharmacists not told about CRC extension

The voluntary scheme for dispensing in child-resistant containers is to be extended to tablets of tricyclic antidepressants, barbiturates and iron preparations, as recommended by the Medicines Commission, according to Mr David Ennals, Secretary for Social Services. Replying to Mr Patrick Jenkin, Opposition spokesman for health, in the Commons this week, Mr Ennals said experts in the use of antidepressants supported the measure.

Mr A. J. Smith, Pharmaceutical Services Negotiating Committee chief executive, said he was unaware of the Medicines Commission recommendation and has written to the Department of Health chief pharmacist for full information. The scheme, if adopted, would have several implications for PSNC, involving cost inquiries. It is understood that the Pharmaceutical Society had no knowledge of the extension.

Mr Ennals also told Mr Jenkin that paediatric syrup formulations of imipramine, amitriptyline and nortriptyline will shortly be considered by the expert subcommittee of the Committee on Review of Medicines. Implementation of the recommendations will be pursued through the product literature and promotional activity of companies marketing drugs. Consideration will also be given to bringing the recommendations to the specific attention of the medical profession.

Campaign to recruit kidney donors

The 1979 International Kidney Donor Appeal was launched in London this week by Lady Soames. The campaign, which extends from April 2 to 17, involves health authorities and kidney patient associations in England, Northern Ireland, Republic of Ireland, Scotland, Wales and Belgium. Under the slogan "Carry the card" the campaign organisers plan to recruit "hundreds of thousands" of people prepared to donate their kidneys. Pharmacists can obtain supplies of kidney donor cards from their local family practitioner committee.

Animal research needs orientation

Any pharmaceutical company wishing to play an active part in the supply of animal health products would have to establish research projects which were quite clearly orientated towards solving key animal disease problems, believes Mr G. C. Brander, Beecham animal health research centre. Speaking at the annual chemical congress of the Chemical Society and Royal Institute of Chemistry in Bristol this week, he said the major

drugs developed by medical research were unlikely to provide the key requirements of the animal health market.

The world animal health market was £1,188 million of which £402m was in Europe and £473m in the USA. Nutritional products accounted for £300m in the world and £107m and £151m in Europe and US respectively. In the UK, medicinal feed additives amounted to £11.7m in 1977 (£2.9m in 1974) and pharmaceuticals and biologicals £32.1m (£14.6m). By 1985, Mr Brander predicted that growth promotion would account for 47 per cent of the market (41 per cent in 1974), preventive medicine 38 per cent (34 per cent) and treatment 15 per cent (25 per cent).

NCR plan nine-day merchandising study tour to USA

NCR are organising a nine-day study tour to the United States at the beginning of June to examine the latest merchandising, marketing and management techniques in the retail industry. The tour will include a two-day seminar at NCR's headquarters in Dayton, Ohio.

Among the subjects to be discussed are: asset utilisation; security and pilferage control; productivity, procurement

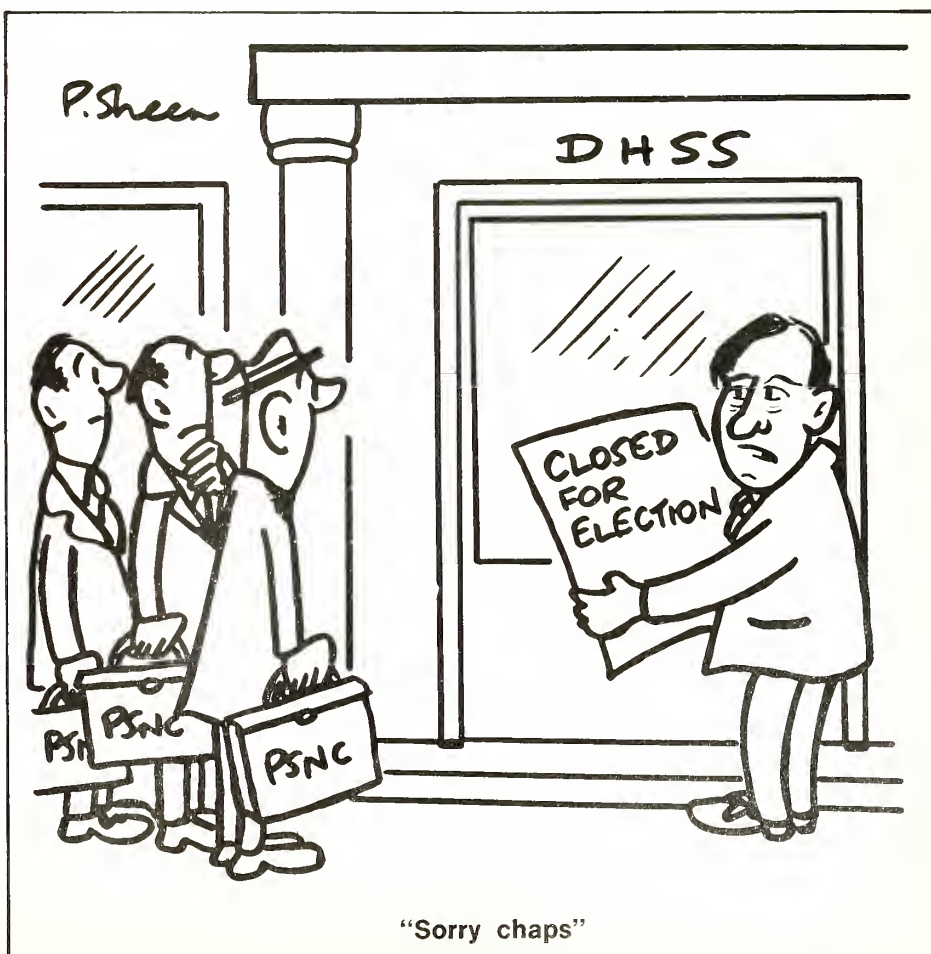
and vendor relationships; building transaction traffic; electronic funds transfer; merchandise and management information; the progress of UPC and optical character recognition product-coding and new retail formulas. The latest developments in: supermarkets, department stores, shopping centres, speciality shops, home centres, furniture warehouses and toys, will also be discussed. The group will also visit shopping malls, stores and shops in New York, Dayton and Washington.

Departures will be from London on June 2 and returns on June 11. The price (from £698) includes air travel, accommodation, seminar fees and certain meals. The closing date is May 11. Further information is available from Gordon Makins, NCR Ltd, 206 Marylebone Road, London NW1 6LY.

New type of elastic hosiery considered

The Department of Health is considering the feasibility of introducing a new type of waist-length lightweight elastic stocking for certain conditions under the general medical and pharmaceutical services of the National Health Service, Mr Roland Moyle, Minister for Health, said this week.

Replying to Mr Alan McKay in the Commons, Mr Moyle said the present range of elastic hosiery available on prescription met the needs of most patients suffering from varicose conditions and that tights were not considered necessary to be added to that range.



Code of practice for photo industry

A code of practice for the photographic industry, backed by the Office of Fair Trading, is to be launched to the public next week and comes into operation on May 1. Members of the National Pharmaceutical Association will be among 16,000 retailers receiving copies of the code and a participation window sticker before the operative date.

The code is voluntary but is expected to set basic standards for the whole industry, including retailers, manufacturers and processors. It has been drawn up by seven organisations in consultation with the director general of Fair Trading and covers, in addition to NPA, members of the British Photographic Association, British Photographic Importers Association, Photographic Dealers Association, Association of Photographic Laboratories, Institute of Photographic Apparatus Repair Technicians and the Institute of Incorporated Photographers. Adherence to the code will be regarded as a condition of membership, and breaches will be referred to the relevant association for appropriate action. Retailers will be expected to display the code symbol prominently in their premises.

At present the OFT receives some 3,000 complaints a year concerning photography—30 per cent faulty equipment, 28 per cent processing, 15 per cent advertising, information, etc, and the balance repairs—and the aim will be to ensure that most complaints will be dealt with efficiently before they ever get as far as OFT. (It is recognised, however, that public awareness of codes and procedures often leads to an initial rise in the number of complaints.)

Main provisions

The code's sections cover advertising, supply of equipment and materials, repairs, processing, professional photography, complaints and staff training. In the event of disputes, trade and professional associations will attempt conciliation and if that fails the parties will have recourse to a cheap arbitration scheme involving the Institute of Arbitrators—or, of course, to the courts. The following are some of the code's provisions considered most important by OFT:—

Advertising. Prices in consumer advertising to include VAT. Imprecise "bargain offers" to be banned and discounts to be easily verified by the consumer. Use of the word "free" (as in free film offers) should comply with the British Code of Advertising Practice.

Supply of equipment and materials. When a deposit is taken, the retailer to indicate in writing the period during which delivery will be made (after that the consumer to have refund option). Staff to be knowledgeable about products

We honour
the Code of Practice
for the
Photographic Industry

Prepared in consultation with the Office of Fair Trading

Participating retailers will be asked to display this sticker.

they sell. Retailers to have pamphlets about products they sell, including concise information on relative advantages (manufacturers undertake to supply this material under the code). Customer to have sight of any guarantee before purchase (manufacturers will make guarantees transferable to any new owner within the guarantee period). Second-hand equipment to be given an adequate pre-sale inspection—a checklist drawn up by the PDA is included as appendix to the code.

Date estimates

Repairs. Customer to be given a clear estimate of cost and anticipated time taken, and permission sought to proceed if there is a major increase. Repairers (or manufacturer/importer) to aim for repairs normally to be effected within 21 days and advise if a repair is considered uneconomic. They are to guarantee repairs in writing and manufacturers or importers must hold spare parts for at least five years from the last sale to the trade (10 years for expensive equipment).

Film processing. Retailer to display prices for developing and main print sizes, and service time. The customer's receipt to record the date by which the order will be ready. The name and address of the processing laboratory to be displayed or made known. "Reasonable compensation" to be paid in the event of film loss or damage (the OFT hopes to see an end to disclaimer notices in shops). However, the retailer is to advise the laboratory when an order is of exceptional value, provided he has been informed by the customer (there may be a special service combined with higher price).

Professional photographers to advise customers if proposed commission is within their competence.

Staff training. Retail staff should be trained "to a level commensurate with the retailer's involvement in photography".

Subscribers to the code will be expected to maintain an analysis of complaints received to enable recurring faults to be rectified. Information collected by trade associations will be made

available to the OFT which will publish it (though no details of complaints against individual companies will be mentioned).

The OFT will also be carrying out its own monitoring of the code's operation, both by local consumer groups checking up and through commissioned research. As part of next week's launch, the OFT will be seeking Press and radio coverage for the code and in the autumn will issue some 2 million leaflets about it in their "For your protection" series.

GTE Sylvania price 'restructuring' to stimulate trade

GTE Sylvania are to reduce net trade prices of disposable flash as part of an overall price increase, the intention being to persuade retailers "to take a more critical look at their overall pricing of flash." In practice, available discounts will be reduced more than the net trade reductions, resulting in a price increase to the trade.

According to the company the lack of recommended retail prices has left many dealers in the position where they do not know what to charge or what the market will stand. "The majority simply uplift the quoted net trade prices irrespective of buying-in cost, thus placing their store prices much higher than those on the Continent where, of course, incomes are much higher. In turn, this could account for the lower per capita usage in the UK when compared to other countries." In the UK a person uses on average only 2.3 flashes per annum—very low compared with Germany (4.06), France (3.42) and Sweden (5.85). Market research has shown that the retail price of a Magicube varies between 33p and 40p—a difference of 21 per cent. The variation in selling price for a Flip Flash is between £1.40 and £1.75—a 25 per cent difference.

Sylvania believe that in reconsidering their "pricing tactics", retailers should take into account the effect of increased flash sales on D&P and film sales.

Aerosol manufacture breaks record

Aerosol production in the UK is increasing. Fillings rose by nearly 6 per cent last year producing a record 563.5 million units manufactured, according to the British Aerosol Manufacturers' Association. The export market for aerosols reached a new peak of 135 million.

Medicinals and pharmaceutical aerosols showed the greatest increase, 83 per cent, from 24 million units in 1977 to 44m in 1978. Air fresheners grew from 25m to 35m, up 40 per cent, and hair-sprays and dressings increased by 3 per cent from 123.5m to 127m. Deodorants and antiperspirants decreased from 68.5m to 49m, 28 per cent, while Colognes and perfumes dropped 8 per cent, from 76m to 70m. Shaving lather kept at 17.5m.

How to treat irritated customers.

Your customers' eyes get irritated by a number of things, not the least of which are hayfever and the chlorine in public swimming pools. Both cause soreness, redness and itching.

To relieve these symptoms, Optrex have launched new Clearine drops.

There'll be heavy advertising support in the national press, swimming press and on radio, starting May.

Contact your Optrex Representative or local Wholesaler now and take advantage of our special introductory offer.

And treat yourself to a market that's never been treated so well before.



New Clearine. Relief for sore eyes.





PHILIPS

Our TV campaign will take the leg-work out of selling Ladyshave.

Ladyshave is back on TV from April 23rd. Because, having created the women's shaver market, we intend to continue to dominate it.

In a national campaign that will command six spots a week in every region. Using the highly-successful commercial which ran last year.

It will run for four weeks and over 80% of women will see it. That means big demand. Because your customers will insist on Ladyshave. So get your order in now. Then whilst your customers put their feet down, you can put yours up.

Simply years ahead.



by Xrayser

Fifteen Council candidates

Fifteen candidates are presenting themselves for election to the Pharmaceutical Society's Council next month. They are:—

John Prentice Kerr
David Hopkin Maddock
David Whitehead Carrington
David Reginald Knowles
Tom Ellis Owen
David Norman Sharpe
Ashok Chaturbhai Patel
Charles Crichton Birnie Stevens
James Pirie Bannerman
John Annesley Myers
Charles Herbert Preston Robinson
Miall Eric Quenby James
Mrs Enid Lucas-Smith
Alan Rutherford Ritchie
John Edwin Balmford

The seven retiring members—Messrs Balmford, Bannerman, Kerr, Myers, Owen, Sharpe and Stevens—are all seeking re-election.

Lesley Cowcill: wife of Eric Cowcill MPS of Sandbach, Cheshire, who won the first of 12 rounds of the Faberge Fiesta championship (*C&D*, March 17, p342), came third in the second event held at Lakeland on March 24. She has 33 points in the championship standing after these two events and is in the lead. The next round is at Mallory Park on April 16.

Mrs Sally Ann Miller (formerly Sally Ann Henry) is leaving the Pharmaceutical Society on April 12 to take up an administrative appointment at the Royal Institute of British Architects. She has been concerned with the administration of the British Pharmaceutical Conference, the regions and the annual research awards. Mrs Miller was also closely involved in the transition of the British Pharmaceutical Students Association into a student section of the Society and as part of her Conference role dealt with the administration of the *C&D* Medal and Award.

News in brief

□ The April revision of prices to the Scottish Drug Tariff includes incontinence pads and urine sugar analysis sets.

□ "Understanding breast feeding" is the latest in the range of films available for sale or loan by the Film Library Service of Farley Health Products Ltd.

□ The new Whithy Hospital, opened by Princess Margaret on March 22 and which has cost £2½ million, incorporates a health centre with family doctors. Dispensing for the hospital patients is done in the hospital pharmacy, whereas a separate pharmacy dispenses for those patients of the group practice who live in the area.

PSNC election

Last week's *C&D* included so many items of interest that it was hard, not so much to find good subjects, but to limit myself to a few which could usefully be discussed. However the news that we are to have an election must colour our view (can you have coloured feelings?) of practically all our political actions, and set us wondering how an election now, with a possible change of government will affect us. But whatever camp you belong to, you will have to concede that Messrs Ennals and Moyle have between them done a superb job in stalling us off over the past three years: When you consider that you have not yet appointed the panel members—negotiations over their salaries (can you believe it!) being good for at least another two or three months of subsidiary prevarication—it looks as though an end to their suave manipulation can be achieved only by us showing distinct truculence. My guess is that at this moment PSNC executives must be running round like scalded cats, sending out information to all LPC's so that their members can renew their efforts at local level with all the Parliamentary candidates in an attempt to make certain that our difficulties are understood. Similarly the PR departments of PSNC, NPA, and the Society should be flat out trying to focus attention on retail pharmacy as an election issue. I hope so, anyway.

Bigger and better?

I have mixed feelings over the addition of nine more members to the PSNC. One can understand that some of the dissatisfaction which contractors like West Glamorgan express about our negotiating body is almost certainly due to the sense of remoteness from London and the difficulty of getting at a member to push an opinion. Therefore it seems sensible to have regional representatives who can be known to us personally—but have you ever tried to work with a committee of strong-minded people? Over twenty of them? I have, and it was a disaster. In the end the problem was resolved by the establishment of a five-man cabinet. And that was only a tennis club!

Face to face

I could not attend any of the Revlon meetings arranged by the NPA, but have to admire the nerve of the company in having the confidence to face some of their customers in an open forum attended by and reported by *C&D*. I hope someone will have asked again at the further meetings at Manchester and Glasgow how it was that we were able to get Charlie at the cash-and-carry, and how Woolworths could carry only a few of the top sellers. The allegation that lines which appeared in non-franchised outlets were not supplied by Revlon takes a lot of believing when you consider the quantities involved, although maybe the phrase "not supplied by Revlon direct" indicated a route set up by the non-franchised to get stock indirectly. And perhaps Revlon didn't know.

However Mr Scanlan must command respect for the way he told the meeting that we should pull our fingers out and decide that if we were going to sell cosmetics we should do it properly; he proved with hard figures the commercial good sense of what his company is doing. We may not like it, but business is business.

Do we or don't we?

This week NPA changes its advice and tells us to pay VAT to our suppliers after all. And there was I rubbing my hands together and looking forward to hanging on to the odd £800 which the Government owes me so far. Actually there is more to it than just being awkward, for at the end of this financial year I find myself with little surplus (spendable) cash in the kitty, even though I have taken to spreading my overheads, rates, etc, over the year with monthly banker's orders and the like. I'm just not making enough money from my dispensing. How I wish we could resolve this remuneration problem satisfactorily.

Have contractors only one sanctions option?

Contributed by a single-handed proprietor pharmacist

When we look back over the last three years of wrangling with the DHSS it would be easy to think we have done badly. Indeed we have, so far as getting proper payment for what we do is concerned, but the redistribution of available contract money, and the adoption of the Clothier report, have saved many of us from extinction. Even if we view this only as maintaining a higher number of relatively-viable pharmacies left to fight another day, the PSNC has been successful in its negotiations.

They were successful too in the way they led us in the petition campaign, which not only engaged each of us personally, but sought to gain our customers' sympathy and active support. We now know that there is concern for our survival and that many customers are willing to do more than sign a petition to keep retail pharmacy as a convenient source of first-line health care as well as a dispensing service—an impression confirmed by the recent report from the Government-sponsored National Consumer Council.

Obviously our publicity struck the right chord. The trouble was that, having built up to a fine crescendo, the sense of anticlimax which followed the resounding flop of our million signatures into the basement bin of Government priorities, left both us and our customers wondering what it had all been about. Predictably, though we had a right to hope for more, we got the raspberry. Then, at last we began to talk as though we had found a backbone and the magic word "sanctions" was actually printed in a letter from the PSNC!

Panel offer

Three cheers for that, we all thought, at first at any rate, until old fears, painful as herpes, surfaced with "the companies won't agree!" As if it mattered—or, more rationally, "what exactly do we mean by sanctions?" Before we had time to work out the implications, another failed year had scuffled to an end and we heard the word: PSNC had accepted a panel to look into our payment, and lost another six months, or gained time for planning, whichever way you look at it.

Many of us were sceptical of the effectiveness of the petition, though we worked hard for it in the hope that this one might prove the exception to the rule. In the same way we must all want the panel to succeed. But when we consider that we are dealing with a Government whose logic and morals are illustrated by the way they tried (and nearly succeeded) in dealing with Ford, and their response to heavy union pressure, as opposed to the nurses' demands, you will grasp why I think we will be lucky if we get more than sympathy,

irrespective of what the panel reports.

I did not attend the last LPC conference and could only form an opinion from reports, but Mr Miall James wrote that his understanding was that the proposed referendum on sanctions will not be made until *after* the panel has reported, and then only if it fails. If this is correct, we have cause for concern, for it means that all action towards strengthening our hand and being in a state of preparedness, is being put off until the evil day. Is it necessary to suggest that to waste this valuable time and not spend it planning every last detail of action to be taken would be foolish, while the knowledge that we were preparing in total earnestness to take action in the event of final breakdown would undoubtedly carry weight?

Our alternatives

It has been said that we are different from the trade unions which have made themselves so painfully felt by us. Indeed, I think the whole country is fed up with strikes, irrespective of the justice of individual cases—an attitude certainly reinforced by largely unsympathetic media cover. In any case, most of us think there are ethical considerations which must preclude actions which would harm our customers. I think therefore before we start ticking any options for sanctions we ought to consider their likely consequences. Just look at them:

Charging extra per item. What is to stop the Government deducting this illegal charge whether or not it was actually collected?

One-day strikes? Could you refuse the Monday morning script for antibiotics for the 4-year-old with a temperature of 104°? Or the insulin to the patient who had dropped his last tube? Or oxygen? I couldn't. Are we to shut the shop completely?

Giving a limited supply? What makes us think the Government would pay us even a proportion of the fee due, even if they give us ingredient cost? We would be in breach of contract. Not only that, if we think our doctor friends (or their receptionists) would welcome the extra work it would make, we are in for a big surprise. Finally, while the young and active won't care much either way, since their treatments tend to be short term, the elderly, some 60 per cent of my customers, who already have to wait up to 48 hours to get a script in the first place, will rapidly become disenchanted.

The effects from this sort of action would all be bad—for our customers, and our relations with them in consequence, and for ourselves directly since all would rebound on us. Imagine the confusion which could be introduced into the pricing bureaux should the Government choose to retaliate through

them. It could seriously affect the finances of all pharmacies.

Over the years my opinion has crystallised to the belief that for us to indulge in petty sanctions as a means of coercing any Government into giving us a decent return for our work would fail. It would fail because contractors, men of goodwill, would find it almost impossible to be seen acting with less than complete goodwill. Commercial men would find the temptation to gain at the expense of the rest of us almost irresistible, while the companies, I suspect, would want no part of it. And they would be right, for after a couple of weeks of this struggle, what unity we have would be a thing destroyed.

For these reasons I don't think sanctions will get off the ground, not the ones I've seen anyway. Perhaps this is why PSNC has been seen so long to clutch at straws, any old straws, rather than play a hand they fear has no royalties. Yet they are wrong. Because of their first class PR work they have built up bastions of informed Parliamentary opinion that know we are getting a raw deal. And we know from our petition work and recent surveys that the public are seriously apprehensive of losing us.

I can see only one sanction open to us. If when the panel reports there is not a quick and satisfactory recognition of our needs we must give notice that we resign the contract. The more you look at it the more sense it makes, but—and this is vital—only if we have planned thoroughly in advance and we all know what we have to do.

Scripts 'private'

Consider. With no contractors, prescriptions could only be treated as private. Naturally everyone would become aware and worried about the cost of treatments and the pricing of scripts. The first thing we would have to do would be to make payment simpler for the patients. Since scripts would be private we would not be in breach of contract if we gave less than the prescribed amount at one time, with say a minimum charge amount of £1.00. The PSNC could possibly prepare tables for us, showing how many tablets or how much fluid might be given for that sum. We would have to make simple one-line entries in the script book to cover the legal requirements, and endorse the margin of the script with the details before returning it to the patient or filing it for further repeats. Unbreakable product would have to be offered at full price.

Most important, however, is that we would give patients an NHS receipt for payments so that they could reclaim the money from the DHSS, for so far as I can make out, the Government have an obligation to provide "free" medicine as part of the insurance scheme to which we all contribute. I think they would have to repay the money since they had failed to maintain a service.

Naturally we would give some months notice of our intention and our use of this time would be critical for success.

It would be essential that the public be told what drove us to this, and exactly what we propose, by leaflets given to every patient during the months preceding the termination date. We should go on television with peak-time statements (this need not be unduly expensive for good cover would cost about £200,000, say about £25 per pharmacy (if charged per capita and not per script), while pamphlets can be had on contract for about £5 per 1,000—about £30 per pharmacy).

Some benefits

Once under way there would be some small benefits, for at least we would be paid on the spot for what we supplied, the margin would be adequate, and we could pay our bills. I believe that in the face of this organised and rational withdrawal from the contract the Government would have to recognise that it had pushed too far, and would be forced by public opinion to negotiate a worthwhile contract. It is right therefore that we are planning now the type of contract we need.

The problem of companies is seen as the major deterrent to any concerted action. Yet I believe there have been changes in the attitudes of employee pharmacists—loss of independent shops would destroy their own chances of independence so they would not want to stand by or actively promote our downfall. In any case companies would stand to gain by joining us for a better contract.

In recognition of our history in negotiation, we should be planning on the assumption that the Government will give us nothing regardless of any panel findings, from which it follows that the PSNC should send us a properly worked-out consultative document within the next month or so to start the work of assessing what action contractors would support. Without this knowledge we are as nothing, mere Micawbers waiting for something to turn up. In the light of this first survey there is no reason why a second should not be made to confirm what action would command sufficient support for action in concert, so that by the time the panel reports all preparations will be complete and we will be able to bargain with some degree of real confidence.

Wholesaler support?

I am not sure of the legality, but I should like to think that wholesalers might support us, in their own long-term interest, by limiting supplies to those pharmacies not supporting us to "pre-resignation" levels. This would not damage such people, but neither would they gain at our expense.

I have no doubt that this offering has flaws, but it represents a plan which I think might be acceptable to those who see that the only way to achieve a reasonable professional recognition from the Government is to stand up as one. I suggest we really have only one course of action open to us.

Health centre news

Herts AHA is to build a single storey extension to the health centre at St Albans Civic Centre, St Albans.

North West Thames RHA is planning a health centre at Harefield Hospital, Rickmansworth Road, Harefield, Hillingdon, London.

South Western RHA is planning to build a pharmacy, out patients dept and a medical records centre at the Gloucester Royal Hospital, Great Western Road, Gloucester.

A health centre is included in proposed plans for a shopping and community facilities scheme at the junction of Field Court Drive and School Lane, **Quedgley, Glos.** A library, clinic, police station and elderly persons unit are also planned.

Northumberland AHA is to make extensions to Haltwhistle health clinic in order to provide a health centre with accommodation for three GP's, child health, family planning, clinic services and dental facilities.

Now that the Minister of Housing and Construction has approved the first year of Urban Aid projects for 1979/80 under the Bradford comprehensive community programme, **Bradford City Council** will be able to proceed with about £2m of projects. One is a new health centre at Whetley Lane, Manningham, Bradford, which might otherwise have had to wait several years before implementation.

There's no business like Pollen-B-Business

Pollen-B is bee-collected pollen in tablet form, nature's own balanced revitalising concentrate, a valuable high-protein food supplement.

Over the years, Pollen-B has built up its own following of users ranging from OAP's and housewives to sportsmen and businessmen who wouldn't be without it, and 'health food' consumers who swear by it. This is the growing-user group to date. And Pollen-B are building on success by mounting a further national campaign. We're going to set the market humming. Besides display material—leaflets and counter card—we'll be in *Woman*, *Woman's Own*, *Woman's Weekly*, *Woman's Realm* and *Woman and Home* through April to June. Plus hard-selling spaces in *Jogging for Health & Fun*.

Sting the competition! Prepare for the swarm! Order now and take advantage of special bonuses through to the end of April.

Pollen-B

In packs of 30 and 90 tablets (1 month and 3 months supply).

Distributed by Fassett & Johnson Ltd., New Road, Winsford, Cheshire CW7 2NX Tel: 060 65 2841

Natural Bee-Collected Pollen Tablets



COUNTERPOINTS

The new unified look for Supersoft range



The entire Supersoft range has been restructured, reformulated and redesigned by Reckitt Toiletry Products. With its new look in pack and label design, a new motif and bold typography the range has been strongly identified and unified.

The range is arranged in four groups: shampoos, treatment shampoos, conditioners and hairsprays. There are now four shampoos, regular, astringent, moisturizing and a new variant, mild and gentle designed for those who wash their hair several times a week. The shampoos are available in sachets, 75ml, 150ml and 250ml bottles (£0.06½, £0.31, £0.45½, £0.82½).

The treatment shampoos are an entirely new range of variants. One is a zinc pyrithione dandruff treatment shampoo. Another has been created to make fine, flyaway hair manageable and the third is a reconditioning shampoo for damaged hair. Available are sachets, 75ml and 150ml bottles (£0.09, £0.41, £0.62). Conditioners are in three variants, regular, oil-free for greasy hair and cream for dry hair and as protection against drying effects of bleaches, perms and appliances (sachet, £0.09½, 75ml, £0.37½). There are four variants of hairspray—normal, dry, firm hold and light hold (120g, £0.44, 200g, £0.65½, 320g, £0.96½).

To back this launch Reckitt Toiletry Products are allocating a record £900,000 advertising budget. The campaign opens on June 1 with full double-page spreads in women's magazines and 45-second national television commercials during August and September. The launch will then be boosted by a four-month follow-

up campaign in women's magazines starting in September.

Richard Travers, toiletries division product manager says "There is nothing as comprehensive on the market today. We haven't just dreamed up the range. It is firmly based on our researches into what the user wants and needs. Its importance is reflected in the launch budget, for we have never spent getting on for half a million pounds in half a year on a single product before. We believe the new Supersoft range is going to make quite an impact on the £180m hair care market". *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

TV advertising for Eau Jeune

From April 2-22 L'Oreal will be featuring a television promotion for their Eau Jeune range of fragrances, with a budget of £200,000. Eau Jeune Senteurs Fraiches, which was launched in the UK last summer, will now be advertised on network television excluding the midlands. The commercial is a repeat of the campaign which ran in July and August 1978 and features the music by Jimmy Cliff; "Many rivers to cross".

The campaign for Eau Jeune L'Orientale is to appear on midlands television only. The commercial features Sylvia Kristel, the French actress of Emmanuelle fame, and the theme is said to reflect the more sophisticated evening image of this product. *L'Oreal (Golden) Ltd, Berkeley Square House, Berkeley Square, London W1A 1BX.*

Holiday in Venice with Cidal soap

Cidal soap is about to have its heaviest ever Press advertising campaign. It is also to be the subject of a joint trade and consumer competition. For the trade a free sample of the soap will be distributed via Ernest Jackson's salesforce with a questionnaire for completion by one pharmacy assistant for each chemist outlet. First prize is a trip for two to Venice plus £100, second prizes are £10 vouchers for use in the pharmacy.

A specially-designed counter display unit featuring the consumer competition will also be available. The first and only prize is again a trip to Venice for two plus £100. *Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex.*

Femfresh offer

Femfresh is running a "7p off" on-pack consumer offer on the entire fragrance range in the 120g size. The offer is being sold in to the trade in April, until supplies are exhausted.

Additionally, there will be a retailer display competition on the whole range offering holiday vouchers redeemable against a holiday of choice. The first prize is a £400 holiday voucher; second prize, two £200 holiday vouchers and the third prize, eight £50 holiday vouchers. Further details are available from the local representative or *Crookes Aneston Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

Anne French on radio

Anne French is once again being prominently featured on radio. Two bursts worth over £80,000 will be carried by major UK stations together with Radio Luxembourg, for the first time. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.*

Holiday closings

Ciba-Geigy Pharmaceuticals Division. Wimblesbury Road, Horsham, West Sussex will be closed from 5.30 pm on Thursday April 12 until 9.00 am on Tuesday April 17.*

Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts. Factory and offices closed from 4.00 pm on Thursday April 12 until 9.00 am on Tuesday April 17. The telex number is 262098.

Upjohn Ltd, Fleming Way, Crawley, Sussex. Offices and warehouse closed from 4.00 pm on Thursday April 12 until 8.30 am on Tuesday April 17.

*Emergency supplies available from John, Bell & Croyden, Wigmore Street, London W1.

**If you don't sell out of
NoMoR GREY after our
12 T.V. commercials,
500 tube cards,
19 National press ads and
2 for the price of 1 offer**

**It will probably mean you
forgot to order any!**

"To make sure that NoMoR GREY sells out quickly we've done three things":-

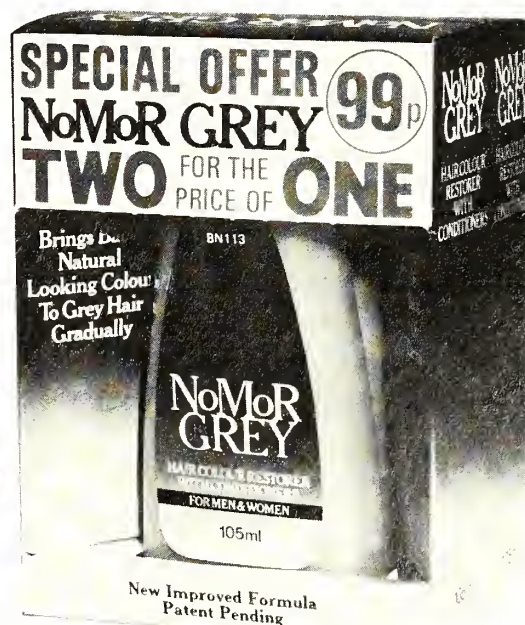
1. Improved the formulation quality and changed to a well researched new fragrance.
2. Put £50,000 behind the first phase of a NoMor Grey promotional campaign running from March to June — with regional TV, tube cards and high frequency advertising in TV Times, Reveille, Daily Express and Daily Mail.
3. Repeated our fabulously successful two for the price of one offer.

With an RSP of only 99p, a 'money back if not fully satisfied' guarantee and a new formula which includes built-in conditioners, NoMor Grey enables you to offer your customers a quality product and exceptionally good value. Place your order today, but be prepared for a quick sell-out.

New Improved Formula

NoMoR GREY

Manufactured by Holdwood International (Cosmetics) Ltd.
For further details contact our distributors, DENDRON LTD.,
94 Rickmansworth Rd., Watford, Herts WD1 7JJ. Tel. (0923) 29251





Is this how you are put your head

The best of employers know that this sort of confrontation between employers and staff only leads to headaches.

Modern management techniques, quite apart from modern legislation, require employers to work towards better staff relationships. And that applies to distribution as much as any other industry.

Big new training grants

That's why the DITB is offering generous Key Training Grants for

the training of the industry's key personnel in good industrial relations procedure.

Training must cover a senior executive, together with employee representatives. And it must follow the criteria laid down in our training recommendation "A Systematic Approach to Training in Industrial Relations in Distribution."

Maximum grant is £30,000 for a firm with 20,000 employees, varying on a sliding scale to £2,000 for firms



Put your workforce together?

with under 100 staff. A total of £1.5
million is available for this Key Grant.

Other DITB Key Training Grants are:
£500 per trainee for Managers on
First Appointment;
£1,100 per firm for Senior Executives
responsible for training;
£1,400 per firm for Management
Development Advisers.

Issued by the Distributive Industry Training Board.

To: The Manager, Grants Department, Distributive Industry
Training Board, MacLaren House, Talbot Road, Stretford,
Manchester M32 0FP.

Please arrange for me to receive details of the following Key
Grants (please tick):-

- ☐ KG1 Industrial Relations Training.
- ☐ KG2 Senior Executive Responsible for Training.
- ☐ KG3 Management Development Adviser.
- ☐ KG4 Manager on First Appointment.

Name _____

Name of Business _____

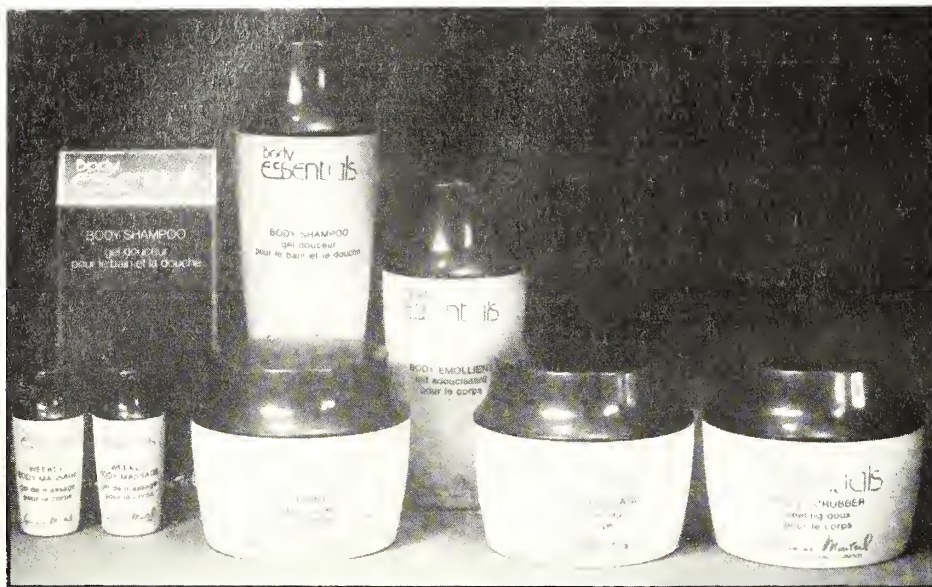
Address _____

_____ Tel: _____

Type of Business _____

COUNTERPOINTS

Six Body Essentials for complete care



Germaine Monteil have introduced six companion products called Body Essentials, each of which, they say, is designed for a specific aspect of body care and as such make up a regular programme "that enhances and safeguards the lasting beauty of your skin".

The products are the daily body massage and the weekly body massage which together make up the Body Essentials complete massage treatment (£19.95), body firmer (£9.95), body scrubber (£7.95), body shampoo (£4.95) and a body

emollient (£5.95). Available for sale from May, the massage products come with a natural fibre brush which should be rubbed over the body before applying the cream. The body firmer is said to have a tightening, toning and astringent effects, the body scrubber is an exfoliating cream and the body shampoo a combination of soap and shampoo that can be used as an all over body cleanser in place of soap, as a foam bath and as a shampoo for the hair. *Germaine Monteil, 33 Old Bond Street, London W1.*

Braun launch lady shaver

Braun UK have launched a new lady shaver—the Lady Braun Elegance—"aimed at capturing a large share of this rapidly increasing market," says the company.

The Lady Braun Elegance (£15) has selling features such as a double sided shaving head—one featuring a softly curved trimmer to fit the awkward contours of the underarm, the second flat for shaving the legs. Both trimmers are combined to a foil shaving system designed to shave closer still without tugging or catching the skin. It is available from May in a choice of white or avocado green complete with its own carrying case.

Martin O'Neill, shaver product manager at Braun comments "The lady shaver sector has shown very rapid growth in the last year and is now well over ½ million units. We are confident that the new Lady Braun Elegance will not only bring a greatly increased share of this market for Braun but also help

to further develop the total Ladyshaver market in the UK. To ensure this, heavy television and print support will be used to launch the product". *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Bio-strath orders

Due to an error in last week's Bio-strath advertisement (p434) there may have been some misunderstanding about the minimum quantities of Bio-strath herbal remedies which can be ordered direct from Vessen Ltd. Minimum direct order is 4x100ml of each type of remedy—and there are six—at a trade price of £11.08 (plus VAT) per four bottles. The remedies may be ordered in smaller quantities through wholesalers.

Unichem bargains

Unichem say that they have broken "bargain buy" history by offering customers the largest list of nationally-promoted products yet put together by the society. Over 60 product lines are on the April list, which they believe should help customers to plan some effective

in-store promotions for Easter trading.

The full list of products, on offer between April 9-27 is as follows: Airbal and Airbal refill, Airwick stick-up air fresheners, Alberto balsam shampoo and Alberto VO5 shampoo, Born Blonde colourants and Born Blonde Lightener, Bristows hairspray and Bristows shampoo, Brut 33 aftershave, creme shave and pre-electric, Colgate Dental Cream, Corimist shampoo, conditioner and intensive conditioner, Cream Silk clear rinse, Crest toothpaste, Cussons Imperial Leather after shave, foam shave and mens talc, Cuticura soap, Denclen and Denclen denture fixative, Denim after shave and antiperspirant, Dentyne, Effident, Feminex, Flytox system 1 and 2, vapour spray, repel tissues, creepy crawly, Kleenex Boutique and Kleenex Super 3, Iron Jelloids, Macleans toothpaste, MD4 anti-smoking product and MD4 supplementary, Matey shampoo, Milupa infant foods, Milumil, Mum rollette, Nivea blue lotion and Nivea cream, Nulon, Palmolive shave cream, Phyllosan, Radox salts, Schick II blades and Schick injector blades, Scholl Airpillo insoles and Scholls footsprays, antiperspirant, foot dry powder, foot deodorant, foot refresher, rough skin remover, Zino corn pads and Zino soft corn pads, Signal toothpaste, Style, Tegrin cream shampoo and Tegrin lotion shampoo, Trident sugarless chewing gum, Unichem rubber gloves, Vapona, aerosol, small space, strip, single moth and triple moth, Vossene, Waspeze, Wella colour set, Wella conditioner, Wella hair set, Wella Body 'n Bounce and Wella hairspray, and Yeast Vite. *Unichem Ltd, Crown House, Morden, Surrey.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Alberto VO5 shampoo: All except U, E

Alberto balsam: All except U, E

Alka Seltzer: All except A

Anadin: All areas

Aspro Clear: All areas

Bakase: Y, NE

Bisodol: Lc, So

Eau Jeune Senteurs Fraiches: All except M

Eau Jeune L'Orientale: M

Head & Shoulders: Ln, M, Y, Sc, U, G

Natural Balance conditioners: All areas

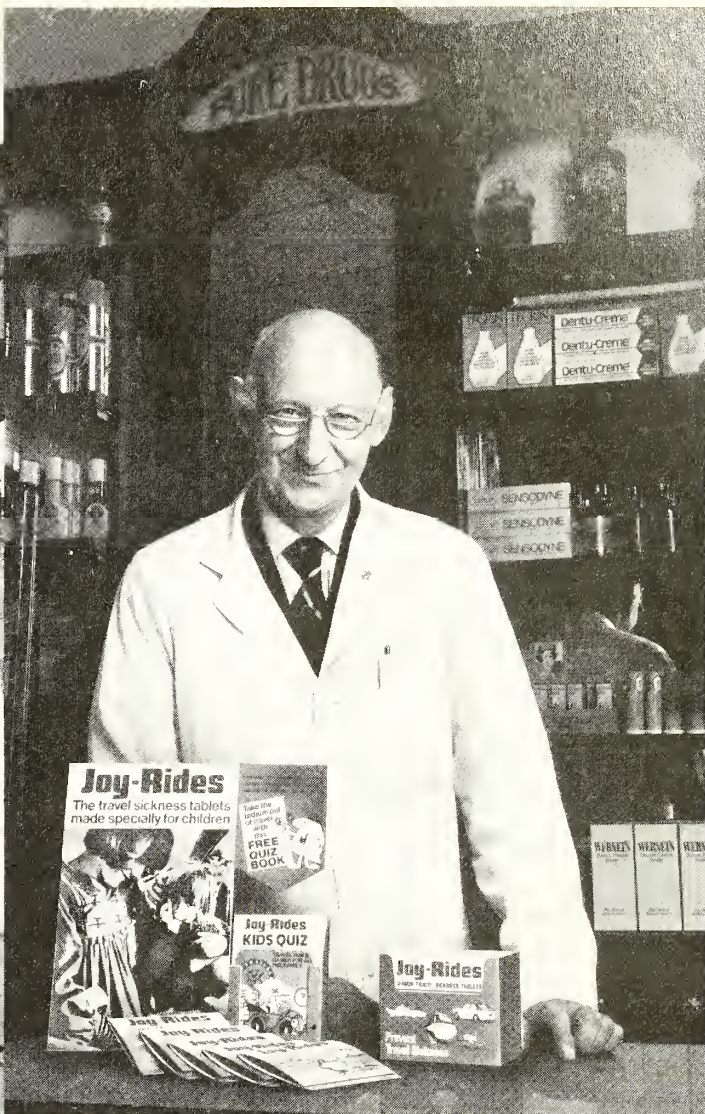
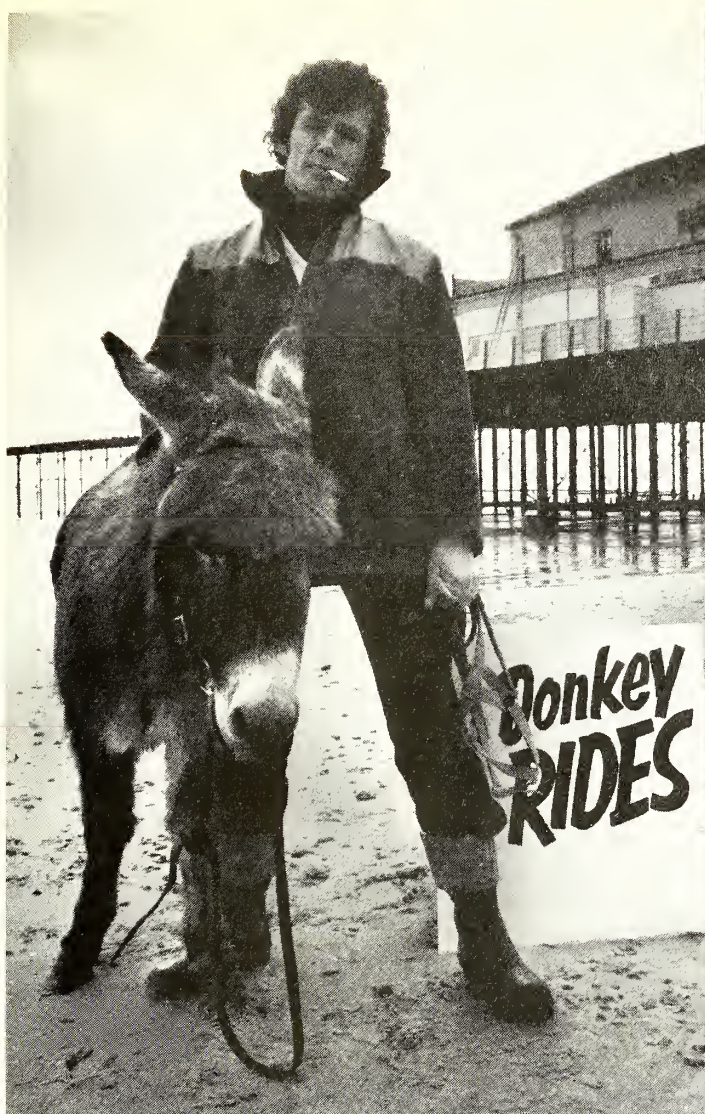
Natural Balance shampoo: WW, So, We

Nomor Grey: Y, NE

Refresh: U

White Wizard: WW

Wondra: X, NE



THEY BOTH SELL JOY-RIDES. ONLY THE ONE ON THE RIGHT MAKES A YEAR-ROUND PROFIT.

What makes Joy-Rides from Stafford-Miller a year round success?

They're the travel sickness tablet made specially for children, in a chewy, raspberry-flavoured form that they happily accept.

Joy-Rides outsell every other children's travel sickness remedy.

And they'll go on doing so. Because this year we not only have some very fresh, very striking advertisements appearing in family magazines.

Reminding parents that neither they nor their children need suffer the effects of travel sickness.

But we'll also be offering an irresistible counter promotion.

Your Stafford-Miller rep. will give you all the details of the eye-catching show stand containing free quiz books to amuse the kids. Together, they'll take Joy-Rides a long, long way.

Joy-Rides
The travel sickness tablets
made specially for children.

COUNTERPOINTS

Advertising boost for Talisman

SOS Talisman Co have doubled their advertising budget for 1979 and will be spending about £200,000 to promote their identification jewellery throughout the year. Advertising will be continuous, with concentrated boosts during summer and pre-Christmas periods.

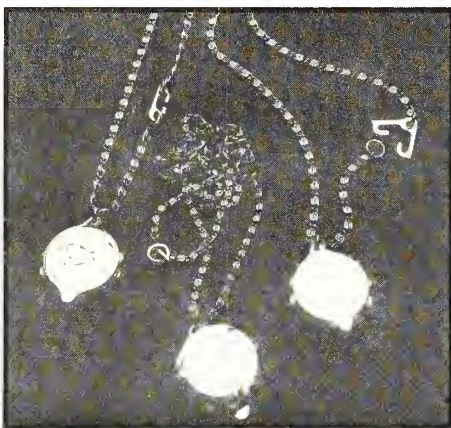
Two campaigns are planned to promote "precious" and "non-precious" metal models, starting on May 24 with a full page colour advertisement in *TV Times*. Two-thirds of the budget has been allocated to non-precious lines ie chromium- and gold-plated pendants, bracelets and watch strap attachments, which are sold primarily through chemists. These models will be promoted throughout June, July and August with the theme "Take an SOS Talisman on holiday". Half page advertisements will appear in *TV Times* and women's magazines such as *Woman's Own*, *Woman's Realm* and *Woman's Weekly*, backed by posters and leaflets for display in pharmacies. The Zodiac pendants are now available chromium-plated (£7.75).

Both "precious" and "non-precious" lines will be promoted heavily pre-Christmas with full pages in colour in monthly women's magazines such as *Woman & Home*, *Good Housekeeping* and *Woman's Journal* and half pages in colour in weekly magazines such as *Woman*, *Woman's Own* and *Woman's Weekly*. Advertising is being concentrated on the women's Press as research has shown that women purchasers are by far the largest market for SOS Talisman. However, these women are frequently buying for men, who are more likely to wear jewellery if it has a practical purpose. With men in mind, therefore, publicity will be aimed at motor cyclists, motorists, sports clubs.

Another market often overlooked is the UK Asian market, whose population numbers around three million. An advertising campaign in Hindustani will be launched throughout Asian cinemas, which have a weekly audience over 250,000. Finally, a constant presence will be maintained at the major exhibitions and agricultural shows. *SOS Talisman Co Ltd, Timeport House, 212 Regents Park Road, London N3 3HP.*

Bioslim goes on test in the north

Bioslim food granules, a new product from E. Merck Ltd, is currently being test marketed in the Trident television area (Yorkshire and North East). It is described as a "protein concentrate aid to effective slimming". The food granules provide essential protein, vitamins and



minerals and included in the packs, each of which contain three days supply (6 sachets £2.99), is an explanatory leaflet and an eating plan. The company says that Bioslim has been researched at one of London's teaching hospitals (St Mary's) and market research indicated that the product will be well accepted by serious slimmers who are ready to change from their normal slimming aid. Bioslim will only be available through chemists.

The television campaign is supported with full pages in local editions of the *Radio Times* and the *Observer*. The product will be sold on a 12 carton display bonus with two free cartons. *E. Merck Ltd, Four Marks, Alton, Hants.*

A case for Virol

Virol Ltd have made a "case coupon" promotion available for independent chemists. They are giving 4000 independent chemists a 50p coupon which can be used when buying a case of Virol from the wholesaler or cash and carry. Managing director Hans Hederer, says: "The 40p case coupon will enable the independent chemist to stock our fastest growing 125g starter size and compete very profitably with the larger multiple trade". *Virol Ltd, 12 King John's Chambers, Bridlesmith Gate, Nottingham.*

'Brown' diet bread

Rite-Diet gluten free, low protein bread with added soya bran (280g £0.58) has been added to the range of products by Welfare Foods (Stockport) Ltd. A decision is expected from the Advisory Committee on Borderline substances regarding the availability of this product on prescription. Advertising has been arranged and the product will be featured at the British Diabetic Association's study conference. *Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Cheshire.*

PRESCRIPTION SPECIALITIES

Name change for Primolut

The name of Primolut Depot will be changed to Proluton Depot from April 9. All sizes and presentations despatched will carry the new name from that date. *Schering Chemicals Ltd, Burgess Hill, West Sussex RH15 9NE.*

Neoplatin pack

Mead Johnson Laboratories have asked us to point out that Neoplatin injection is packed in a 10mg vial and not as stated in our issue of March 24, p391.

Tosmilen to Sinclair

The marketing and distribution of Tosmilen eye drops is shortly to be taken over from Astra by Sinclair Pharmaceuticals Ltd. Inquiries and orders for this product should be sent to Sinclair. *Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey.*

GYNO-PEVARYL 150 Combi-pack

Manufacturer Ortho Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks

Description Three Gyno-Pevaryl vaginal pessaries, each containing 150mg econazole nitrate, plus 15g tube Gyno-Pevaryl cream, containing 1 per cent econazole nitrate

Indications Pessaries for vaginitis due to *Candida albicans*; cream for associated vulvitis and to treat sexual partner

Method of use One pessary to be inserted high into vagina on each of three consecutive evenings. Cream applied to vulva and perianal regions

Storage In cool place

Packs One Combipack (£4.70 trade)

Supply restrictions Prescription Only
Issued April 1979

PEVARYL lotion

Manufacturer Ortho Pharmaceuticals Ltd, Saunderton, High Wycombe, Bucks.

Description A white water-miscible lotion containing 1 per cent econazole nitrate

Indications As for Pevaryl cream but specially suitable for hairy and moist areas and for fungal otitis externa

Method of use As for cream

Packs 30ml bottle (£2.50)

Supply restrictions Prescription Only
Issued April 1979

25th 5 1979 12.074

BANK LIMITED

Together for Children or Order
Twenty five £25,000
thousand pounds
Macleans

176921 20174221

This shows you chose Macleans.

As you most probably know 1979 is the Year of the Child.

And with your help Macleans are aiming to raise £25000 for the Oxfam/Unicef appeal 'Together for Children.'

Macleans are also raising a further £25000 for some of your lucky customers.

That's the big prize money in the Macleans Money Mountain competition.

Entry forms are on every carton of Macleans toothpaste and each is worth 10p towards our target of £25000 for Together for Children.

So, please continue to stock plenty of Macleans. It'll show you chose to help a very good cause.

Macleans Money Mountain Competition.
A good cause for smiling.



NEW

Brand leader in America. Brand leader in Canada.

Looks like we're going to most of the g

Because we're launching Agree Creme Rinse and Conditioner in Britain.

Experience in America, Canada and Australia has shown us why Agree is such a natural success. It isn't just the attractive pack, nice perfume and good advertising.

They help, of course.

But Agree provides a solution to a real problem found in the majority of other creme rinse conditioners on the market. The greasies – a lank, greasy hair condition that appears soon after the use of some conditioners –

caused by the oil content in the formulation.

Agree is 99% oil free, so it conditions without causing the greasies.

That fact appealed to

enough girls in America, Canada and Australia to make Agree brand leader. And our test market in Lancashire showed

it could be as popular in Britain. So we're launching.



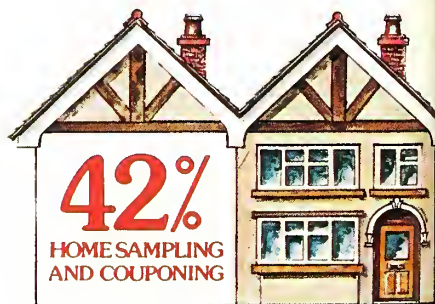
Agree nationwide.

Supported by the biggest advertising campaign in the history of conditioners. £800,000 on television and double page full colour press ads in the top women's magazine.

And massive promotional support.

Home sampling and couponing to 42% of all households. Plus special in-store trial size packs.

Make sure you're stocked. New Agree is too good to miss.



Brand leader in Australia.

Let our way with girls we meet.



74% of the girls who tried Agree said they would buy. Because Agree made hair feel softer, more manageable and easier to comb.

Because Agree has a beautiful fresh fragrance.



And because Agree is 99% oil free it doesn't cause the greasies that can result from other conditioners.

Agree's unique formula is pH balanced and helps protect hair from blow-dryer damage.

Thicker than most

conditioners, and easier to apply Agree gives superb deep conditioning, without making the hair greasy.

It's all a girl could want from a creme rinse and conditioner. And it'll probably be the creme rinse and conditioner all the girls will want.



Agree conditions without causing the greasies.

COUNTERPOINTS

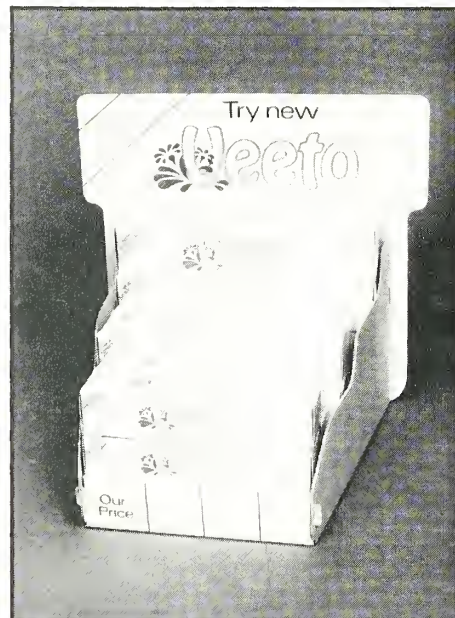
Reckitt reformulate and repackage Veeto

Veeto has been reformulated by Reckitt Toiletry Products. The product now has a spring bouquet fragrance and a new look comes with the new formulation, for the pack design has been restyled. The product name is now much more prominent, the design more feminine. "Altogether, the pack has greater shelf appeal," says the company.

To make the best of the new pack, a point-of-sale display unit has been devised. It will hold one, two or all three new Veeto pack sizes, now 25, 48 and 75ml. Each pack includes a plastic

spatula and leaflet. As well as treatment instructions, this includes an illustrated note on the advantages of chemical over mechanical methods of removing unwanted hair.

Product manager Jeff Pettett says the change was not just a matter of introducing a more pleasant perfume: "There was more to it than that," he explains. "We felt an all-round facelift was needed. The new perfume inspired a new pack design with a more feminine feel about it. The product name was rather reticent so we gave it a visual



boost. On the merchandising side Veeto needed more impact so we have improved the point-of-sale appeal by introducing an eye-catching, versatile display unit. The retail chemist now has a product that will look well on the counter and work hard for him". *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Choosy cats are back

The Choosy cat posters have returned to hoardings and the women's Press this month. Their reappearance accompanies an on-pack "special low price" flash and a trade bonus on Choosy.

The dog biscuits and meal market also comes in for attention from Spillers Foods during April. Shapes packs will feature "1½p off" and "5p off" large and 6½lb sizes respectively and an on-pack quiz, while Bonus Meal will carry an "at least 3p off recommended price" flash on the carton, and a similar flash for "at least 6p off" on the bag size. *Spillers Foods Ltd, Old Change House, 4 Cannon Street, London EC4M 6XB.*

Kamera Klear trial sizes

During April Kamera Klear tinted foundations from Leichner will be available in trial size jars (13ml £0.55). A counter merchandiser marked "trial size special offer" holds three jars of each of the four shades—blend of beige, biscuit, tan and coffee. *L. Leichner (London) Ltd, 62 Brompton Road, Knightsbridge, London SW3 1BW.*

Coming shortly -a Dutch treat.

UniChem Baby Products have more in store for you this year.

**700,000 expectant mothers will see
our full page colour advertisement**

in the British Medical Association's official baby book "You and Your Baby". We are placing the advertisement in the pre-natal edition because we know that expectant mums make up their minds on the important purchases long before baby is due. So we are making sure that UniChem Baby Products will be on her shopping list. Why don't you make sure they're on your shopping list too by stocking up with the full range now!

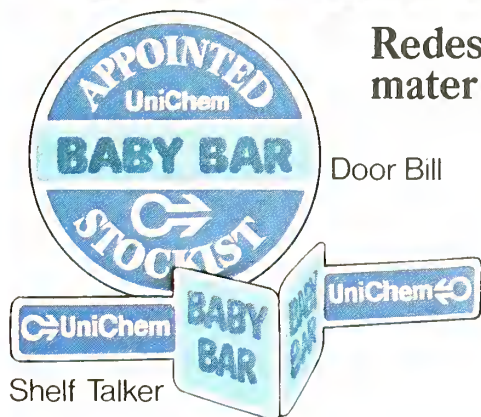


2 new lines for extra sales and profits

After successfully launching the new packs last year we are extending the range to include "Cotton Buds" and "Cleansing Puffs". These new lines are sure-fire winners and will effectively complement the current range of UniChem Baby Products comprising:

- Nappy Liners
- Disposable Nappies
- Baby Pants
- Cleansing Roll
- Pleated Wool
- Cleansing Puffs *
- Cotton Buds

*Available end April.



Redesigned Baby Bar and point-of-sale material for greater sales impact

The new Baby Bar will help to focus the busy mother's attention on the range of UniChem Baby Products at a glance and the attractive point-of-sale material will let her know that you are a stockist. So order this FREE material from your UniChem representative or local Branch and use it fully to highlight your own range.

UniChem the pointer to value



Sprinkle yourself with bigger profits



Cussons Talcum Powders. A real success story for Cussons - and for the trade.

Since their introduction, the sales figures of both "Morning Fresh" and "My Fair Lady" have risen rapidly to gain a significant slice of the family/female talcum powder market.

And Cussons Talcum Powders are top quality products sold at realistic retail prices. That means you'll get a really excellent cash return - and bigger profits.

So contact your Cussons Salesman now - and sprinkle yourself with success.

BUSINESS MATTERS

Prosecution could follow failure to file accounts

by Paul Hilden*

Large numbers of businesses which operate in the form of limited companies are still not complying with Companies Act legislation, including the provisions of the 1976 Act. In particular, the necessity to make a return to the Registrar of Companies by filing accounts annually within a specified period is not yet fully appreciated. Prosecution and fines could follow failure to do so.

By October 1, 1977, companies should have fixed an accounting reference date from which date accounts should be filed with the Registrar within prescribed time limits. If companies failed to fix a reference date, then the Registrar will deem it to be March 31. The company's accounts must be filed with the Registrar within 10 months of the appropriate reference date in the case of a private company and seven months if the company is public.

Other rules have been in force for a year but, because of volume of work, many accountants have not been able to give companies the necessary advice on how to comply in connection with the records to be kept.

In the case of limited companies daily records of money received and expended and daily records of assets and liabilities must be kept. Statements of stock in hand at the end of each financial year must be prepared. It is worth noting that for some offences in connection with the above in the case of someone who persistently neglects to send in returns to the Registrar, disqualification from being a director or manager of a company can be imposed on the individual.

Clothing to protect health of employee

If it is considered desirable that employees should use protective clothing or equipment, then the cost of the clothing or equipment must be met by the employer. The employee cannot legally be obliged to pay for the clothing or equipment. It should be emphasised that that applies to clothing worn to protect the health of the individual's person. It does not apply to overalls or dustcoats (worn, say, in a retail shop or warehouse) where its purpose is to protect the clothing of the individual. In those cases the question of payment for the overalls is a matter for agreement between the employer and the employee.

For various purposes businesses may require to have on their premises flam-

mable materials of all kinds—petrol, benzene, etc. Attention is then drawn to the fact that, if more than $\frac{1}{2}$ litre of flammable liquids is stored in a vessel, then the container, to comply with the health and safety regulations, has to be labelled to the effect that the contents are highly flammable.

On September 1, 1978, for large quantities of dangerous substances (and from March 1, 1979, for smaller quantities) new regulations are in force requiring labelling designation on the nature of the hazards that may arise from the materials—such as "poisonous," "irritant," "corrosive" and "highly flammable."

Dismissal for being drunk at work

Reports have appeared of cases where, in spite of an employee being dismissed through being seemingly drunk at work, unfair dismissal has been found before an Industrial Tribunal. In case it might be thought that it is becoming impossible to dismiss an employee through drunkenness it should be pointed out that the main reason unfair dismissal was found in these cases, was that the right procedures were not followed. It is always necessary to give an employee the opportunity to explain himself. It could well be for example that he could bring evidence forward to show that it was medically prescribed drugs that were causing him to appear to be drunk rather than alcohol.

In cases where safety is not involved (eg in a commercial office) then it might be unfair to dismiss for an isolated act of being drunk and certainly where dismissal is contemplated warnings to the employee are necessary to the effect that if he repeats any act of drunkenness he will be dismissed. Even where health and safety are involved, employees should have a general warning on taking up employment that being drunk will lead to dismissal. If an employee is considered by the employer to be drunk and safety might be at risk, then it would be wise not to actually dismiss whilst the employee is not in full control of his senses. The appropriate course is to suspend the employee and send him home telling him to report the next day. This will have the two-fold effect of having acted reasonably and giving the employee an opportunity of stating his case.

Some employers ask what proof of drunkenness is required. Of course, a medical opinion would be the ideal but

in most cases this is just not practical. It is sufficient if the employer can give evidence to the effect that the employee was exhibiting all the usual signs of being under the influence of drink—unsteady walk, breath smelling of alcohol, slurred speech and so on. If more than one person can testify to this so much the better.

Social security contributions

Businessmen and members of professions who are treated as self-employed for social security purposes and pay what are known as class two contributions (and sometimes class four contributions as well), are often not clear about the social security benefits to which they may be entitled.

Of the main benefits there is no entitlement to unemployment benefit nor to industrial injuries benefit which are in the main confined to employees. However, there is an entitlement to sickness, and invalidity benefits, retirement pensions, the death grant, and the attendance allowance.

In cases of hardship the self-employed can also make an application for supplementary benefits.

Contracts of employment

Attention is drawn to the fact that an addition has to be made to the written terms of employment that have to be notified to employees. To the already lengthening list, a statement has to be made as to whether or not the employee is contracted out of the State earnings-related pension scheme.

Where an employee has an individual statement, then a brief note to him or her will be needed. Where an employer has merely notified an employee that his main terms and conditions of employment are set out on a central record (as the employer is legally entitled to do) then all that is required is an appropriate annotation to the central record.

Tax and removal expenses

Although recent changes in the tax laws have made taxable the majority of what might be termed fringe benefits, there are still some exceptions to the general rule. Reference has been made to meals supplied at low cost on a firm's premises. Now, removal expenses paid to an employee when he moves home in the interests of the firm will not be taxed provided these are reasonable. Not only does the concession apply to the actual sums paid to a removal firm but also estate agents and legal fees together with a reasonable sum for miscellaneous expenses escape the taxation net.

*Pen name of a barrister

An offer that

Save

£1

on your next Polaroid
film purchase.

POLAROID

TYPE 88 POLACOLOR 2 LAND FILM 16 PRINTS 8,3 X 8,6CM

POLAROID

I'll snap up.

Now the lowest-priced instant colour film is lower still.

Making higher still the attraction of buying our Instant 10, itself the lowest-priced instant camera.

It won't exactly discourage current owners from using it even more than they already do, either.

Simply enough, customers will find £1 worth of coupons inside every twin-pack of our Type 88 Polacolor 2 film carrying the special flash.

You allow it against their next purchase of the film.*

Which presents them with another coupon. And you with another sale. And them with another coupon. And you...beginning to get the picture?

*Coupons redeemable against any Polaroid film. Offer closes June 30th, 1980.

Polaroid and Polacolor are registered trademarks of Polaroid Corporation, Cambridge, Mass., USA. Copyright Polaroid Corporation 1979.



We had to concentrate very hard to improve our product.

The daddy of them all.



1200ml r.s.p. £1.09p

Milton Fluid has been brand leader for over 30 years. Because there's never been a better, safer way of protecting babies from gastro-enteritis.

Now we've improved Milton Fluid. It's double concentrated and it's called Milton 2 Fluid.

It offers mothers an even wider margin of safety and is even easier to use. It's also smaller, lighter and easier to handle and store.

The new arrival.



600ml r.s.p. £1.09p

Milton 2 Fluid comes in 600ml and 300ml sizes but the cost per day doesn't change.

Milton 2 Fluid will have the full support of an extensive educational programme in hospitals and clinics. Plus a major £¼ million consumer TV and press campaign throughout the summer.

Milton 2 Fluid — hospital safety
in the home.

Milton
Protection

The safeguard your baby deserves

Personal hygiene

473 Attitudes to sanpro

479 Deodorants achieving maturity

480 Putting softness into tissue paper

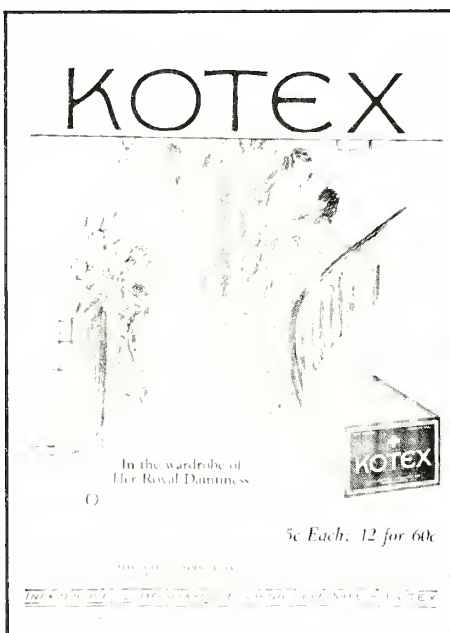
482 Healthy growth for sanpro

ATTITUDES TO SANPRO —changes through the century

Who is likely to have been the most embarrassed? The young girl (or even young mum) coming in and whispering in a female assistant's ear "a packet of sanitary towels, please" or the young man sidling in, asking for the chemist and muttering "Durex" or more confusingly "prophylactics" (or maybe, as in the now classic scene from "A kind of loving", walking out with a bottle of Lucozade). This question is aimed at the more senior section of readers. Young pharmacists of today may not have encountered the species.

Possibly the young man still suffers a few agonised moments but certainly no-one could contend that the young woman of today does. This change in attitudes has been quite remarkable and tracing its history is similar to charting the social climate of the last 20 to 30 years.

We will start our history at the end of the first World War in the United States. The Kimberly-Clark Corporation, which had been supplying the US Government with cellulose wadding for surgical dressings, found it had a surplus of the material for which a new use was needed.



Above: One of the earliest advertisements. Below: From brown paper-covered boxes to polyfilm bags—more than 30 years of Kotex towels packaging.

Inventive as ever, women (in this case nurses) had found that cellulose wadding made an ideal disposable sanitary towel. The corporation developed the idea and in 1920 marketed the first disposable Kotex towels (or napkins as they were called in the States). However telling the public, that is the female sector of it, about this product proved a problem. Menstruation was just not talked about. Stores felt that if the products were



placed on display they would cause embarrassment and displeasure—despite the fact that the towels were wrapped in brown paper or packed in a brown paper-covered box with a label showing little more than the price. Magazines were reluctant to take the lead in advertising.

But eventually a Chicago department store with a quality image began to promote the towels and the *Ladies Home Journal* was persuaded to carry advertisements. A start certainly, although the advertisements were aimed at the sophisticated women at the upper end of the social scale with copy lines like "In the wardrobe of her royal daintiness" and "Insure poise in the daintiest frocks."

In 1927 the first Kotex towels were imported and sold in the UK. But chemists made their sales over a counter in those days and usually stored the packs well out of sight, so heightening the embarrassment of a customer asking for these novel products.



Continued on p475

The day a baby acquires its first teeth it should start to learn a new habit, Oral-B. A good habit to last a lifetime. Because Oral-B have the only complete range of professional toothbrushes to cater for every member of the family. All scientifically designed by dentists for thorough plaque removal and gentle gum stimulation.

Oral-B toothbrushes have small heads of gentle round-tipped, high quality nylon filaments, fine and flexible to reach between crevices. And all have a straight handle to allow the careful guidance needed for the thorough brushing of teeth.



They come in six sizes. The Oral-B 2 Row for babies. Oral-B 20 for children. Oral-B 30 for adolescents. The Oral-B 35 & 40 are the toothbrushes most highly recommended for adults by dentists. While the Oral-B 60 is for customers who prefer a larger brush - but most recommended for dentures.

Oral-B is the only complete range of toothbrushes fully endorsed by the dental profession. So doesn't it make sense to stock them? Ensure your customers stay with Oral-B - the world's largest selling professional toothbrush.

Oral-B

The world's first name in dental care

Oral-B. A habit they'll never grow out of.



Sanpro attitudes

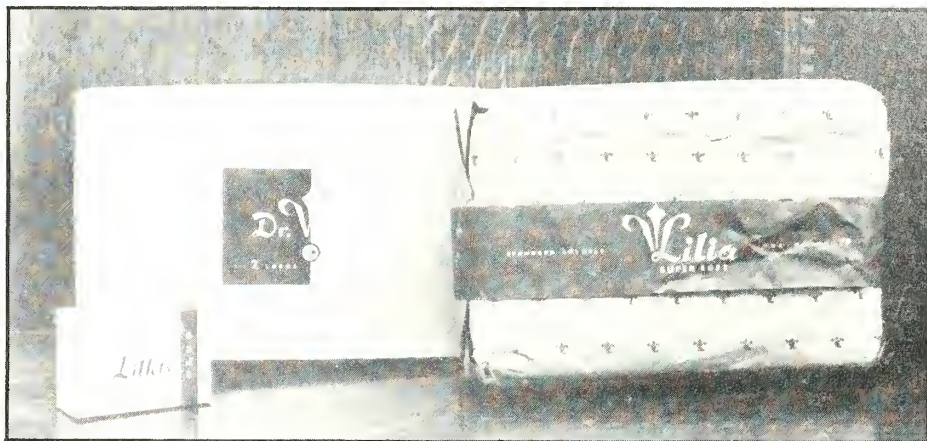
Continued from p473

The next 30 years saw very little change in the sanpro market, although a pack for Robinsons Mene Su-can towels, circa 1939, is more explicit than the packs of the 1950s and early 1960s. It clearly displays that it is "the all British sanitary pad. Easily disposable" and the colouring of the pack—cream with olive green and grey—was a taste of better things to come, albeit after a return to austere grey-and-brown paper parcels.

In the 1950s Lilia-White used no advertising for their Dr White's towels. A carefully selected all-female sales team sold the product throughout the UK. The original Dr White's pack was a discreet grey chipboard carton with *removable* coloured label indicating size and price (everything to ensure that the purchaser suffered the least embarrassment). The start of the change came with the change in the style of retailing. In the mid 1960s counter-service was gradually giving way to self service. There was no longer the need to *ask* for a sanpro product (although some self-service stores were unwilling to stock sanpro products as it was felt that embarrassment at the checkout point would put off many would-be purchasers). But this display now created another problem for the sanpro companies. The consumer needed not only to recognise her favourite product instantly but—perhaps more importantly—also be tempted by another product.

Polythene packaging

In 1968 Lilia became the first UK towel brand to package in the now familiar polythene bag—more convenient and cheaper than the cardboard skillet. The dove motif, first introduced in the early 1960s with the start of advertising for this product, was retained as it has been ever since. Lilia-White have also used a bird motif on their newly-



Above: Lilia-White products circa 1950 showing the paper bag with removable band
Below: Mene and Nikini packs from the 1960's.



launched Fancy Free. The bird is the symbol of liberation and the open cage demonstrates release from the restrictions which have hindered towel users in the past. The most daring pack from Lilia-White was for Panty Pads, introduced in 1972, which portrayed a nude woman showing through a marbled design.

However although packs had become more colourful with "soft", "pretty", "feminine" designs, advertising of the products was still fairly discreet. As late as 1976 when Kimberly-Clark were launching Kotex Brevia, a meeting was held with women's interest magazines to test their response to the term "vaginal discharge" being used in the promotional campaign. Luckily for women the response was almost 100 per cent favourable: women expected advertisements

for personal products to be suitably explicit while still carrying the theme of the 1920s—that the products are safe and comfortable. Also the emphasis today is on the ability of the towel-user to wear whatever clothes she likes, once thought only to be the province of tampon users. Fashion shots are a prominent feature of Panty Pads advertisements.

Sanpro on television

The first venture into television advertising for sanpro was a trial period from July to September 1972 when the Independent Broadcasting Authority agreed to accept advertisements for Lil-lets. The advertisement was allied to the win-a-mini competition featured on

Continued on p476

Shown below are two stills from television commercials. The one on the left is from the earlier Lil-lets advertising, the one on the right from the Kotex campaign which has just finished.



Personal hygiene

Sanpro attitudes

Continued from p475

the packs at the time and was shown in afternoon slots (when probably the audience was predominantly women and very young children) in the London area. But at the end of the trial period the IBA issued a statement saying that it had "considered the number and nature of letters of complaint about the advertising and the results of independent research into the opinions of London viewers." The statement continued "It became clear that the idea of advertising towels and tampons in the family medium of television is objectionable to a significant proportion of viewers, though fewer appeared to have been offended in practice by the advertisements which actually appeared on the screen (our italics).

It was 5½ years before television advertising was given a second chance, and again it was only for a limited period—to see if the climate of public opinion had change. A six-months test was granted this time, starting October 1978, but it was not until January of this year that the first advertisement graced the screen. It was the newcomer to the UK sanpro market, Johnson & Johnson, who first took the plunge with Carefree.

Certain restrictions

The IBA had laid down certain restrictions—the advertisements were to be only shown after 9pm (the most expensive slot and, oddly considering the possible delicacy of the subject, peak family viewing time) and the product could not be shown nor was there to be any detailed product description.

Most C&D readers will not have seen the J&J advertisement as it is only in the London area but it is an unusual one. The commercial opens on a blank screen, creating, as the company says, "a certain amount of drama". A female voice-over then says, still to a blank screen, "They're slim, comfortable and unobtrusive, they're a new idea that solves lots of little feminine problems."

Then: Advertising and promotional material from Smith & Nephew prior to the formation of Lila-White.



Now: The latest Press advertising for Kotex Brevia—opening up a new market sector by offering women extra protection either between periods or for use with tampons.

Then as the pack is shown on the screen, the voice-over says, "they're new Carefree Panty Shields from Johnson & Johnson". The commercial ends with "A small improvement in a woman's life". Kimberly-Clark followed J&J's lead with their Simplicity commercial screened in seven television areas. A more conventional commercial, it shows a busy mum at the fair with two children and a husband with the theme "There's simply nothing safer."

However despite the great care that has been taken with both those commercials it looks as though there are still some people who find the whole idea embarrassing and distasteful. Thames Television and J&J have not had any reaction to their commercial and the Television Advertising Bureau (which records interest levels among a panel of 3,500 viewers in London area) has recorded only a very low "interest" score in the period January 10-February 6.

Several letters

But the IBA has received several letters objecting to the advertisements. The Authority would not say how many "definitely not 100's and hardly dozens" but each objector has received a reply stating that the commercials were purely experimental to test out the belief that it was appropriate that this sort of product should be advertised in this way. The IBA considered the letters, which were mostly from women, to be genuine; it was not so much the advertisements that were objected to, so much as the general principle. The *Western Mail* in Wales carried a news item on the commercials early in March and a housewife is quoted as saying "We think it is disgusting. All women know what products are on the market and where to buy them and there is no point in publicising this product. It is unnecessary, tasteless and embarrassing for any woman." She has apparently written to Mrs Mary Whitehouse. So much for women's lib! The IBA told C&D it could make no comment at that moment (late March) but

said it would be reviewing the situation at the end of the test period (March 31) and a statement would be issued at a later date.

Laughable furore

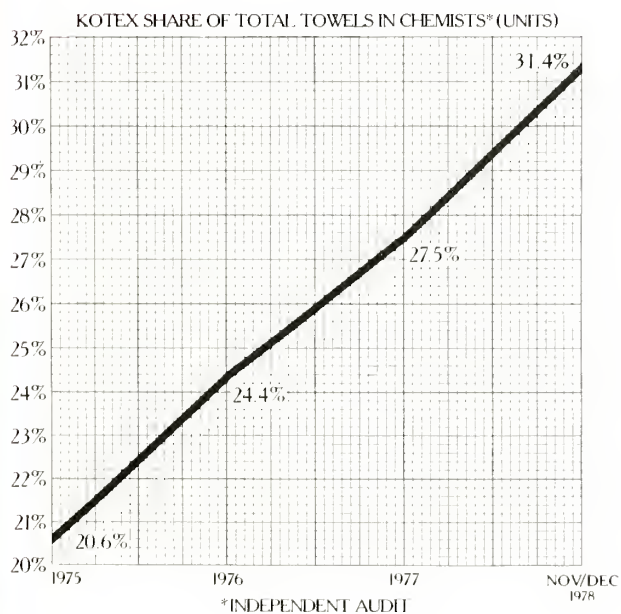
This furore, small-scale as it is may turn out to be, will probably seem laughable to the Scandinavian. The UK has certainly not reached the realms of their advertising for the sanpro products and contraceptives. Advertisers in Denmark and Sweden made good use of the liberalisation of pornography in their countries in the late 1960s. A naked woman was shown placing a towel in position—but alongside this frank approach straightforward copy talked openly about menstruation.

Gradually however the public in these countries have become satiated with "porn" (the advertising of contraceptives has gone overboard, for example) and daring product comparison has been the next step. However in Scandinavia the laws on comparative advertising are very strict, so all copy has to be researched carefully. One company collected all the favourite questions concerning menstruation and intimate hygiene published over several years in the doctor's columns of women's magazines. A series of advertisements then tried to answer these questions. In this way the advertisements have become informative. But even so, the copy is much more down-to-earth than the UK counterparts—for example a picture of a soiled towel. This would almost certainly be classed as "distasteful" in the United Kingdom.

Advertising in the UK is unlikely to go as far as some of these Scandinavian examples. The voluntary code followed by advertisers should weed out the distasteful while retaining the useful. Similarly we hope that the IBA will distinguish between the two. Perhaps this time they will not be swayed by what could prove a vociferous minority of women objecting to what is perfectly acceptable to the silent majority.



Who says you can't profit from being soft and understanding?



When you take the trouble to find out exactly what your market needs, it certainly shows.

Like last year, when we added Kotex Simplicity Mini-Pads to our range, because we understood our consumers' extra needs for such protection.

The result was record sales and profits all round.

And because we are continuing to back our products with at least £800,000 worth of TV and press advertising this year, it's hardly surprising we're growing faster than any other San-Pro company.

So make sure you show your customers how soft and understanding you are, by giving them exactly what they want.

Kotex^{*}
Feminine Towels.

*Trademarks of Kimberly-Clark Corp

ARE YOU LOOKING OUT FOR NUMBER ONE?



MUM already sells more than double any other roll-on and more than any aerosol. In 1979 we've got:

- NEW Rose and Heather fragrances
- NEW Faster drying WILD ORCHID variant
- NEW More modern pack designs

PLUS.....£1 million advertising and promotions support

THAT'S HOW...**MUM** REALLY WORKS – FOR YOU

(Source: T.C.P.I. Volume Jan-Dec. 1978)

'MUM' is a registered trademark. Authorised user Bristol-Myers Co. Ltd., South Ruislip, Middlesex.

Deodorant market achieving maturity of other toiletries

The deodorant market is beginning to stabilise and achieve the "maturity" of the other three major toiletry markets—toothpaste, shampoos and hairspray, according to Beecham Toiletries.

There is an increasing consumer awareness of the year-long benefits of the deodorant/antiperspirant function. Beecham say this can be seen by the sharp decline in winter sales of a few years ago being much less marked. In 1978 the total value of the UK market is put at £31.4 million by Carter Wallace Ltd with aerosols accounting for £20m (63.7 per cent), roll-ons £10m (31.8 per cent) and others £1.4m (4.5 per cent).

Ashe Laboratories value the market slightly higher at £36m with aerosols accounting for £23m and roll-ons £10m; Beecham give a similar total market figure but say that the split in sales between aerosols and roll-ons has started to stabilise and that the growth trend favouring the roll-on segment—a major feature in the past few years—is levelling off. Beecham expect the balance to remain at its 1978 position, aerosols 57 per cent and roll-ons 40 per cent, compared with the 1973 figures of 67 per cent and 25 per cent.

Roll-on growth

However both Bristol-Myers and Gillette say the roll-on market continues to grow and the aerosol market to decline—by 7.8 per cent and 6½ per cent respectively in volume according to Bristol Myers and by 6 per cent and 1 per cent according to Gillette. Geoffrey Lamb, group brand supervisor, Gillette personal care division says: "This growth in the roll-on market may be seen as a direct result of the increase in women users of the roll-on, who, for the first time outnumbered women users of an aerosol product". Men, it would seem, are predominantly aerosol users. However in 1978, there was a real growth in the overall number of men using any sort of underarm deodorant. At present 39.6 per cent of all men and 65.4 per cent women use them.

Johnson Wax attribute the roll-on success to three main factors. Roll-ons, they say, give an average 40 per cent sweat reduction whereas aerosols average only 23 per cent; roll-ons are cheaper and the modern formulations based on alcohol eliminate the sticky, slow drying properties of the earlier water-based formulas. Johnson Wax withdrew their aerosol product from the market at the end of 1978.

In 1976, as a result of the controversy over the effect of fluorocarbons on the



ozone layer, the company decided to remove the fluorocarbon propellant. Its antiperspirant aerosol was relaunched in 1977 using a hydrocarbon propellant but subsequent research led Johnson Wax to conclude that the new formula was not as effective as the previous one and no longer provided a product superior to others on the market. Although the new product gave 25 per cent more spray for the same money the new propellant made the cans feel light and retailers and consumers alike were reluctant to accept they were not getting less for the money.

Bristol-Myers claim to be brand leaders in the sector with a share of just under a third in the roll-on market for their 22-year-old Mum. Mum was relaunched at the beginning of 1979. Taking into account that the public preferred a quicker-drying product they introduced a new variant, Wild Orchid, which is alcohol based. The rose and heather perfumes were changed as was the packaging, making the product more eye-catching with greater shelf impact. A £½m advertising campaign for Mum will start at the end of April with a further £½m spent on promotional activities during the year.

Price-cutting in January 1977 proved to be a successful stimulant for Bristol Myers' Fresh and Dry. In two years, volume sales of the roll-on have more than doubled and sales of the aerosol

increased by 26 per cent. The company hopes the same technique will work for Tickle, the price of which has been cut to £0.59. Fresh and Dry will be supported by below-the-line (see C&D, March 24, p392) promotional activity throughout the year.

Launched last May, Gillette's Right Guard ZR has "performed well". The company intend spending £350,000 on advertising the product, mainly on television but with a back-up Press campaign aimed at teenagers, who are classed as "light viewers". ZR and Right Guard double protection together account for approximately 9.5 per cent of the roll-on market, say Gillette, and 55 per cent of the combined sales go through chemists.

Campaign with Avengers star

In 1978, the three Right Guard aerosols increased their share of the aerosol market to 17.9 per cent. A 260g size of Right Guard double protection was introduced in early March this year and a 25 per cent "extra value fill" promotion is planned for April and May on the antiperspirants and double protection aerosols. In May, a £500,000 television campaign for the Right Guard aerosols will start running through until August, featuring Patrick McNee from "The Avengers". About 58 per cent of Right Guard aerosol sales go through chemists.

Beecham claim 11.5 per cent share of the total UK deodorant market for Body Mist. Advertising on television and in the Press will feature the "three-way protection" theme and the brand will be supported into the 1980s with an instore promotional programme. Ashe Laboratories claim that Amplex is the third leading roll-on brand. A major advertising campaign on television and in women's magazines will start for the repackaged product in April. Cynthia Pease, toiletries product manager, hopes this campaign will increase volume sales by 30 per cent. One of the benefits of the revised pack shape is an increased size of the roll-on ball. Ashe regard Amplex as a product which is acceptable to both men and women with its fresh but not highly perfumed fragrance.

Carter Wallace cover a wide range of the deodorant/antiperspirant market with their Arrid range. They claim a 6.4 per cent of the total—with 7.1 per cent of the share of the aerosol and 5 per cent of the roll-on sectors. The newest addition to the Arrid range is Arrid extra dry solid, launched in August 1978. A new advertising campaign for the range is to be timed to coincide with peak purchasing.

PUTTING SOFTNES

What are the differences between hard and soft tissue paper? Or between toilet and facial tissue? How is paper made and converted to the products on chemists' shelves? For answers to these and other questions *C&D* visited British Tissues factories at Bridgend and Wrexham in Wales.

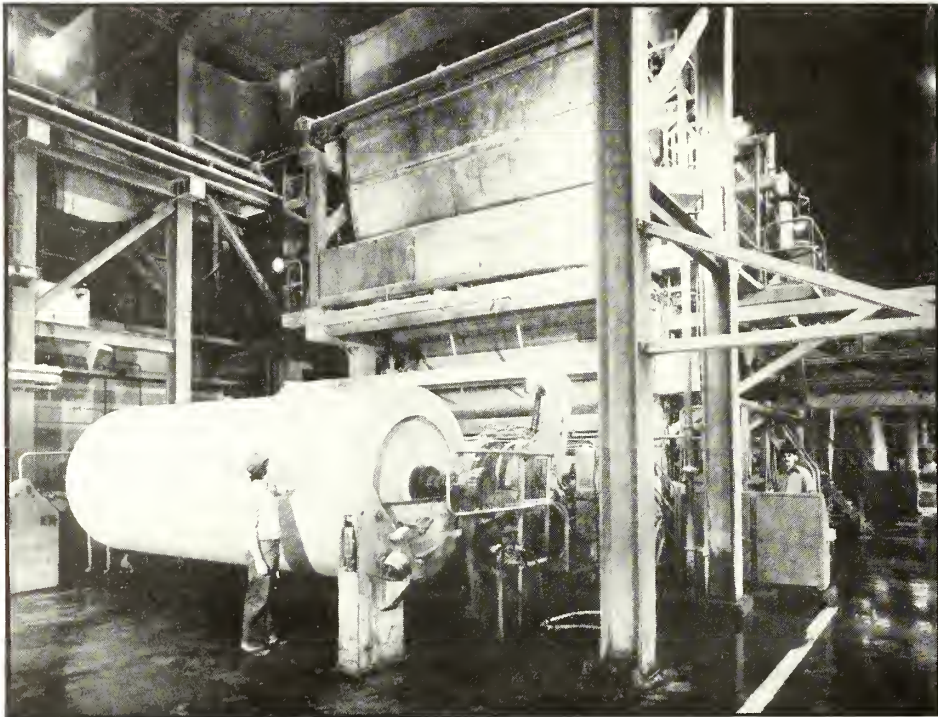
Raw wood pulp from Canada, Scandinavia or Scotland is brought to Bridgend in dried sheets. Before that, trees are debarked and chopped into one inch cubes. In better quality pulps (chemical pulps) lignin is removed to varying degrees by heating the wood under pressure with acid or alkali, leaving a yellow suspension. This is then bleached and the water removed, forming the pulp sheets. To leave the water in would produce extra freight bulk and hence higher costs.

At the Bridgend factory the dried pulp is again mixed with water, and chemicals and dyes are added according to the products required. The water is taken from nearby rivers, purified, added in successive stages, gradually recovered, and eventually returned to the rivers after cleansing.

About four million gallons a day is used and as much as possible is recycled. Experiments to cut down the water usage have involved volatile solvents and foams as wetting media. However, they have not proved cost-effective.

Mechanical pulp includes the lignin and is used in newsprint and lower quality tissues. It is the cause of yellowing in aging newspapers and it produces dull colouring in tissues. Different pulps are blended according to the softness of tissue required.

The main difference between types of soft tissue is the density of fibre and is



Jupiter, one of the fastest paper-making machines in the world, occupies a floor space of 10 semi-detached houses and produces 30,000 tonnes a year.

controlled during the water extraction process. Toilet tissue has a weight per unit area of 18g per square metre, facial tissue 16g per sqm and kitchen towel 23g per sqm.

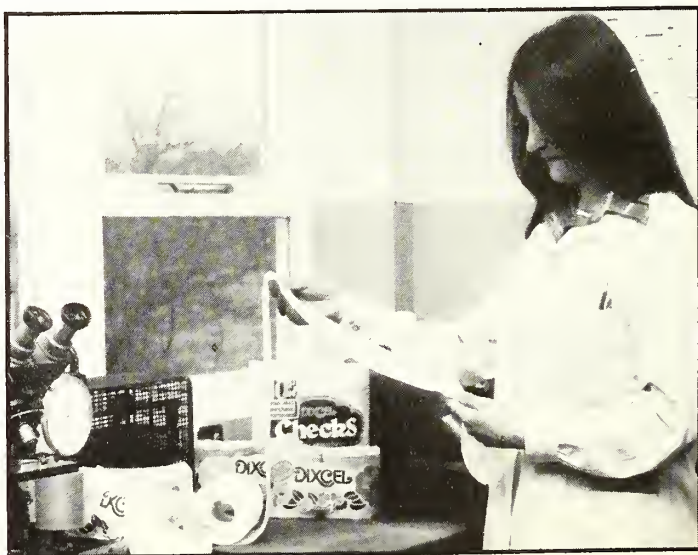
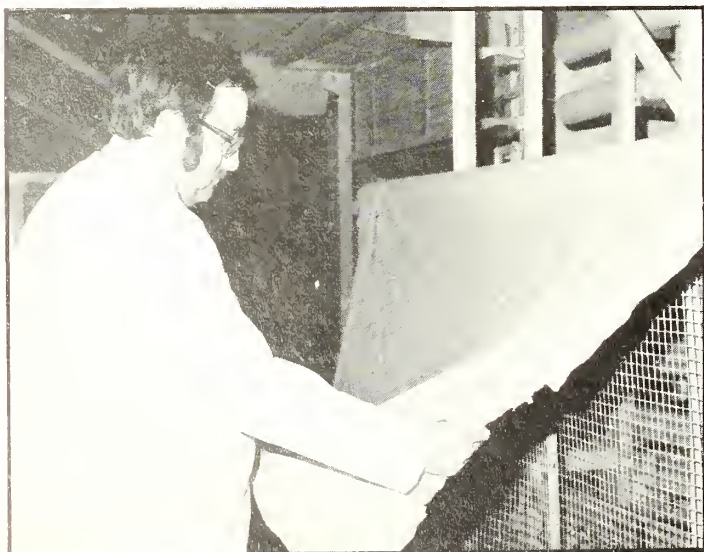
After resuspension (to approximately 0.2 per cent fibre) the pulp is pumped onto the paper-making machine. More water is added and the suspension passes over a wire mesh onto a synthetic blanket where hydrogen bonding links the fibres.

Subsequent rewetting would break the

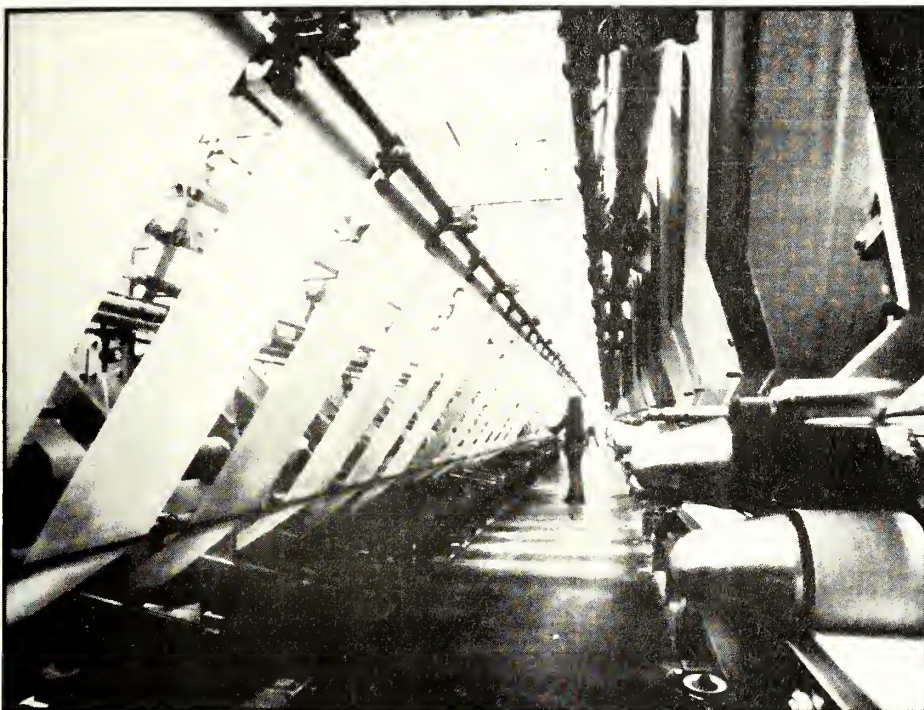
bonds, allowing toilet tissue to disintegrate and flush-away. Kitchen towel and facial tissue are wet strengthened by resins to allow absorbency but will not flush easily.

From the blanket the pulp is pressed to remove water and passed over a large steam-heated cylinder to evaporate the remainder. As the paper rolls round the cylinder it is removed with a metal blade (doctor blade). It is this stage which determines the hardness of the tissue. If the paper is reeled off the

"Professional feelers" check tissue softness by hand at various stages of manufacture. It is argued that tests should involve the same criteria of judgment used by consumers. Colour is tested by eye in a light box.



INTO PAPER TISSUE



Many reels of assorted colour tissue feeding into the converting line where the tissue is cut and folded to size. Up to five packs a second are produced.

cylinder at a slower speed than the cylinder is revolving, the paper crinkles (crepes) at the doctor blade. The more creping, the softer the tissue, because creping bends and breaks fibres. The paper has a rough and a smooth side at this point. The reels are then taken to another set of rollers which crush the paper, varying the bulk, which also affects the softness and absorbency.

For multi-ply tissue, the required number of reels would pass through the rollers one on top of another. The smooth faces of the plies are on the outside; the rough faces provide better adhesion to each other. The tissue paper is then put onto smaller rolls (up to 16 feet high) which are then converted, and embossed where required to finished products either at Bridgend or Wrexham, which does not make its own paper. A third mill at Oughtibridge, Sheffield, makes and converts different paper products.

One-ply tissue is less absorbent than multi-ply of the same weight because it has fewer air spaces. Embossing kitchen towels allows them to conform to the shape of utensils, etc, but also reduces their strength by about a third.

At Bridgend, six paper-making machines are in operation, each given a pet name. Jack produces 7,000 tonnes of hard toilet tissue (for example, Bronco) per year. Jill, 6,000 tonnes of which about half is foil-lining for cigarette

packets, etc; Baby makes 3,000 tonnes of wadding and serviettes; David, 5,000 tonnes, 80 per cent of which is new Dixcel; Jonathon, 15,000 tonnes of facials; and Jupiter, 30,000 tonnes of toilet and kitchen tissue, almost as much as the other five machines together. Jupiter occupies a floor space of about 10 semi-detached houses and is one of the fastest machines in the world. British Tissues estimate it would cost £20 million to replace Jupiter. Mr Derrick Wilkinson, group technical manager, feels that paper-making machines are unlikely to get larger because of technical problems.

Conversion into toilet rolls comprises rolling the required number of sheets onto long "logs", the perforations being added by toothed blades, and the ends glued down. The logs are chopped to the required finished roll-size, wrapped, and packed by hand. Facial tissues are converted at Wrexham where some of the fastest machines in the world are situated. British Tissues say the factory produces about one in five of UK facial tissue packs. Several rolls (assorted colours for mixed boxes) feed into the converting line where the tissue is cut and folded to size, inserted into boxes which are then sealed. Interleaving for pop-up packs is done during folding. Up to five packs a second are produced in this way.

At the Wrexham factory, the company has introduced a system, claimed

to be unique, for over-labelling promotional packs of facial tissue. Promotional labels may be added to existing single or banded packs, eliminating the need for redesign and calculation of sales for the particular promotion (the labels may be removed at point-of-sale). The company says a redesign could mean a delay of 10 to 12 weeks whereas over-labelled packs may be despatched within two weeks of order, now the problems of speed and accuracy of over-label positioning have been overcome.

Quality control tests are performed throughout the manufacturing and conversion processes; many tests rely on human judgment. Water is tested for pH and hardness and is adjusted if necessary. The pH influences creping and adhesion to cylinder. Wet and dry weights and thickness of paper are monitored during the machine run, and on Jupiter machine, the testing is computer controlled, producing data which indicate any corrections required. Sheet count, seals, perforations, edge cutting, tightness of roll, absorbency and damage are included in the checks.

Colour is tested by eye in a constant source light box calibrated to daylight, and "professional feelers" check softness by hand. It is argued that if the consumer judges by eye and hand, the tests should involve the same criteria. Samples are taken during the packing stages to check, for example, labels, seals and damage. Rejects may be re-packed or returned for reprocessing if the tissue is faulty.

Comparison of quality

To compare quality and value of tissue products a number of factors need to be considered. Much depends on current fashion and the opinion of the consumer. For example, a balance has to be struck between softness and strength of toilet tissue. The sheet count rather than size of roll should be considered. An increase in sheets occupies less diameter on the outside of a roll than nearer the centre. Embossed paper, however, would produce a larger diameter than the same number of sheets of smooth paper. The quality of colour depends on the particular pulp and dye fixatives used.

Bridgend mill manager, Mr E. Marker, estimates that of the £25m worth of tissue paper made at his site each year, only 5 per cent is hard. In the early 1960's the proportion was nearer 90 per cent. Many of the tissues produced by the company are sold as "non-label" goods for retail chains or voluntary trading organisations.

A HEALTHY GROWTH

Sanpro products are the second most important OTC line to the chemist trade, according to Lilia-White.

The market showed a healthy growth in 1978, up by 8.4 per cent in volume terms on 1977. This was possibly because girls are reaching puberty sooner, half a million women are no longer using the "pill" and demand for mini-pads has produced an overall market growth. However the forecast for volume growth in 1979 is not so high. Bowater-Scott predict 3.1 per cent and Kimberly-Clark 4 per cent.

Estimates as to the market value vary slightly from manufacturer to manufacturer. In 1978 Bowater-Scott placed the value at £58m with a 1979 forecast of £65m; Robinsons of Chesterfield put the 1978 value at an estimated £52m (they say final figures are not yet in). Lilia-White gave a value of £55m with a 1979 estimate of £62m and Kimberly-Clark £62m and £69m respectively. Barry Tubbs, Kimberly-Clark's group product manager (feminine hygiene) has however declared that "the total UK Sanpro market could top £70m in 1979,

more than doubling its value in only five years." The chemists' share of this market (including Boots) in 1978 was 57 per cent, according to Kimberly-Clark and the grocers' share 32 per cent. Estimates for 1979 are 58 per cent and 33 per cent respectively.

The split between towels and tampons remains approximately the same at 60/40. This ratio has varied very little over the last eight years. The towel sector is currently very active and is likely to be even more innovative and competitive up to the 1980s. More than a dozen new or improved towel products have been launched since 1972 and it is estimated that this market expansion will continue with maximum emphasis on new total suspension systems. Sterling growth in the towel market in 1978 was only 5.2 per cent up on 1977, compared with a growth of 17.2 per cent in 1977 on 1976. However the forecast for 1979 is a 10 per cent growth.

Unprecedented growth

But within the towel market, the press-on towel sector has shown "unprecedented" growth since 1974 when it held only an 18 per cent share. Bowater-Scott say that in 1978 press-ons had a 41 per cent share, looped towels 44 per cent, special garments 5 per cent and mini-pads 10 per cent. In 1979 they forecast 51 per cent for press-ons, 39 per cent for looped, 4 per cent for special garments and 6 per cent for mini-pads. Robinsons estimate that in 1978 press-ons accounted for 38 per cent, looped towels 48 per cent, special garments 7 per cent and the mini-pad 6 per cent.

Kimberly-Clark also give a similar breakdown, except they give a greater share to mini-pads—10 per cent with press-ons at 41 per cent, looped 45 per cent, and special garments 4 per cent.

Bowater-Scott, who launched their new press-on towel Libra about the time of *Chemist & Druggist's* last market review in April 1978, claim that it now has a 5 per cent share of branded towels. This new towel may have taken some of the market from Libresse which now has only a 3 per cent share compared with 6 per cent in 1977. Bowater-Scott claim a 1 per cent share each for Comfort and Pennywise (the latter towel is exclusive to chemists) and in total the company claims a 13 per cent share of the whole towel market.

Kimberly-Clark claim a 31.3 per cent share of the market broken down as follows: Soft'n Sure 5.1 per cent, New Freedom 1.5 per cent, Simplicity 16.6 per cent, Sylphs 5.1 per cent and Brevia

My daughter's ears were pierced at a chemist



When I discovered my local chemist was now doing Ear Piercing I knew straight away—"that was where I would take Katie when she wanted to have her ears pierced."

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Name

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Telephone No.

FOR SANPRO MARKET

3 per cent. Lilia-White claim a dominant 42.7 per cent of the market in chemists for 1978. Together Dr White's and Lilia gave the company 65 per cent of looped towel sales in chemists, with Dr White's accounting for 51 per cent of that share. Panty Pads held nearly 20 per cent consumer sales through chemists in the last year and Fastidia retained its brand leadership in the mini-pad sector. Lilia-White's recently launched Fancy Free which is a small press-on towel with a full-size absorbency has not been around long enough to achieve a market share of its own but it has been "well received in the chemist trade."

The newest company on the sanpro market scene is Johnson & Johnson with their panty liner Carefree. Since the product's launch last October the company says the mini-pad sector has increased its share of the sanpro market and Carefree is now "poised to overtake competitive brands". However Betty Tarry, product manager for Fastidia says "I do not feel apprehensive at the arrival of new brands as they do not have Fastidia's strong consumer franchise, nor do they have the benefit of a very strong, single-minded advertising campaign which focuses on usage as a back-up to tampons."

And in the tampon market, valued at £24m rsp, of which chemists have a 44 per cent share, Tampax remain brand leaders. Tampax claim a brand share of 68 per cent. The company says that the super-plus absorbency, launched late in 1978, has been extremely successful. Tampax also say that the introduction of this new product means that a woman with a heavy flow no longer

The Fancy Free launch offer



A Moulinex hairdryer is offered at £4.99 with Bowater-Scott's Libresse 10 and 20-packs (Bowater-Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR)

need use a pad with her tampon. Lilia-White claim a 46 per cent share of consumer sales through chemists last year for Lil-lets. They also point out that there is a steady world trend to digital tampons and away from the applicator type and with four absorbencies Lil-lets have the most comprehensive absorbency range.

The decision by two companies, Johnson & Johnson and Kimberly-Clark to enter the field of television advertising for sanpro products has opened up the competitiveness of the market. It has not yet been decided whether the six-month test will be extended but all sanpro manufacturers will surely be watching the results very carefully. However Tampax say that television's biggest value is to new and emergent brands because it can create rapid awareness in the consumer's mind. They think that for their well-established product, it would be "extremely wasteful". Also there are great limitations on what can be said in television advertising (for the present anyway) and Tampax think their sanpro advertising tends to be educational and so regard women's Press as the most effective media. They have an advertising budget of £600,000 for 1979 and a combined promotional expenditure in excess of £1m. An in-pack premium offer is scheduled for later in the year.

Lilia-White are aiming for long-term growth and ultimate brand leadership for Lil-lets in the younger age group and in-

tend a total support of £900,000 for the brand in 1979. Dr White's will continue with the "I came back" advertising and Lilia is currently being supported by a cash-back offer which runs until April 13. Paddi Pads will again feature on-pack promotions (a recent one for sterling silver earrings earned a "particularly" high redemption rate) to complement the advertising for press-on towels for the fashion conscious. March saw the beginning of Fancy Free advertising in women's weekly and monthly magazines.

The television advertising for Kotex Simplicity will have just ended as this issue of *Chemist & Druggist* comes out but that was just part of an £800,000 advertising and promotional support for the brand. Ron Huggins, product manager says that with this support "we expect Simplicity to continue to dominate the press-on sector and to gain brand leadership in the total towel market".

Johnson & Johnson's objective for Carefree is to get as wide a coverage and frequency as possible with their advertising. Double-page spreads were used in the new year but from March, single pages have been used, indicating the alternative uses of Carefree. Bowater-Scott have redesigned Libresse packs to upgrade the image and improve the on-shelf impact of the brand, but keeping the basic design concept of sea, sky and sun. A Moulinex hairdryer at £4.99 is currently being featured as an on-pack offer.

PROFIT FROM PORTIA

A CENTURY OF SERVICE

**HOLDALLS & SPONGE BAGS
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'WATERSPRITE' FACE CLOTHS
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Parfums Grès Paris announce the creation of Ocouture Fragrances Ltd.

This new company is now responsible in the U.K. for the marketing and promotion of the world famous ranges from the House of Grès – including Cabochard and Grès pour Homme.

The company is newly established at Feltham under the General Managership of Crispin D. Webster.

**Ocouture Fragrances Ltd.,
Spur Road, Feltham, Middlesex TW14 0TJ.
Tel. No. 01-751 6151.**

Pharmacy's role in health schemes

British pharmacists are "way ahead of their North American colleagues in respect of administration aspects of the supply of drugs", according to Professor Mickey C. Smith, University of Mississippi school of pharmacy. The US and Canada had similar goals but there was no single federal drug insurance programme in the two countries. Each province had its own method of providing pharmacists and of determining who should receive services under government subsidy, he added during his opening address to the annual conference of the Institute of Pharmacy Management International, Keswick, Cumbria, last week.

In Canada, Professor Smith said, eight provinces had programmes with major benefits for the aged, three had drug lists which restricted benefits, and three required the use of substitution drugs if cheaper. In seven provinces pharmacists submitted claims for reimbursement whereas in one the patient had to make the claim. All 10 provinces based their reimbursement on the ingredient cost plus a fee. The maximum fees ranged, he said, from \$2.25 to \$3.25. The patient paid part of the cost in four provinces.

Formulary list

Largely the programmes had grown out of that initiated by Saskatchewan. Residents there were granted benefits on items contained in the province's formulary which listed 420 drugs and 1,300 products. Unlisted drugs may be used in certain instances (in hospital, for social assistance recipients) but mainly the formulary limited the benefits. There was no limit on quantities supplied but there was an understanding with the pharmacy association that one month's supply could be provided. In some cases 100 days' supply was dispensed—usually low cost drugs for chronic illness. Product selection was used where products were designated as interchangeable and this had resulted in an estimated saving of \$1m in a total drug bill of \$13m.

For high volume items, manufacturers were invited to tender on a six-monthly basis. Wholesalers were required to buy from the makers approved by a committee and received a 13.5 per cent margin together or a provision for "warehouse costs".

Manitoba required the use by pharmacists of a double label, said Professor Smith. The label resembled those used by pharmacies but required the pharmacist to give not only the usual information but to put the name of the drug, quantity and price on the label. "When the pharmacist takes the label off to dispense the prescription underneath, the name data have come through onto the paper and printed above the type message it says 'official receipt'. If you take

the protective backing off, then the piece of paper, that official receipt can be stuck to a claim form which the patient uses for reimbursement since he has to submit his own claim. Each time he gets a receipt he sticks it on the form until it is filled up then he mails it in to collect the money. It is a quick and easy system and seems to be working well".

Manitoba required substitution involving 22 products where cheaper. That represented about one-fifth of the total retail prescriptions in the province.

In Quebec, a \$5 supplement was paid in addition to regular fee for services rendered between midnight and 7am if the pharmacy was not normally open then. Extemporaneous prescriptions requiring more than 10 minutes preparation was paid at the rate of \$1.25 per 10-minute interval in addition to the fee, he said.

Computer costing

Ontario was the first province to require identification of prescription by drug identification number (DIN) for computer use in costing. Where "inter-changeable" products were available the lowest priced product was paid for.

Turning to the US, Professor Smith said his country had no single coherent health service programme. There were two main ones—Medicare, which was entirely federal, for the over 65's and war veterans, etc, and based on an insurance programme, and Medicaid, a welfare programme jointly run by the State and federal authorities. Control measures varied from state to state—and even from locality to locality within a state, he claimed.

In New Jersey there was a minimum professional fee of \$2.20 plus 5 cents for 24-hour service, 8 cents for regular de-

livery service and 8 cents for patient consultation. "New York right next door pays an extra 25 cents for compounding but not often. In Pennsylvania the \$2 fee is discounted by 2 per cent if a pharmacy's Medicaid volume exceeds \$25,000 a year and 4 per cent if above \$50,000". Professor Smith said President Carter would like a national health insurance scheme but there were economic problems that might prevent anything soon.

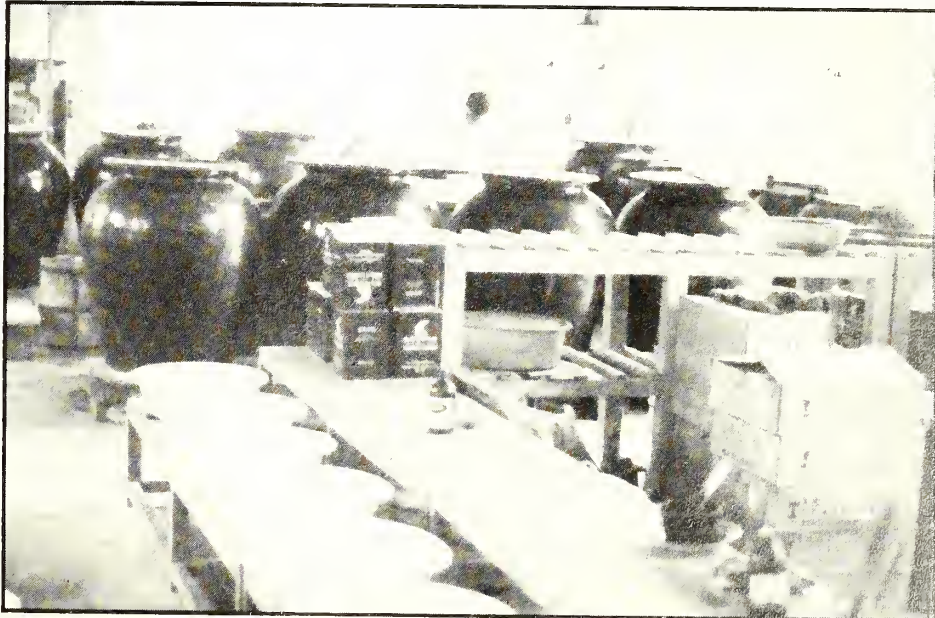
Being introduced at the American Pharmaceutical Association meeting in April was a uniform cost accounting scheme for pharmacies which should help to identify and document their actual costs, he said.

During the discussion, Professor Smith said many doctors refused to have anything to do with Medicaid. Anyone eligible for the scheme would have to pay such doctors their fee but pharmacists could dispense their prescriptions in the normal way. Dr Ian Jones, conference organiser commented that industrial action by pharmacists for an increase in fees in Washington DC last year brought a swift reaction from the authorities and they got their rise. Several threats by British pharmacists had been of no avail. Professor Smith said he thought it was easier in the US as the amount of Medicaid dispensing was so small a portion of the turnover. However there was great resistance to disruption on the part of pharmacists.

The theme of the conference "The role of pharmacy in health services national and international" was developed further by Mr N. O. Oso of Nigeria, a familiar figure at Institute conferences. Dealing with his home country he enumerated the problems of looking after the sick in the largest country of West Africa having a population of 80 million and only 1,500 pharmacists. Inevitably the pharmacist was usually the first person to be consulted by the sick and much of his time was taken up in consultation.

Concluded on p486

Galenicals laboratory in Wuxi, China, photographed by Mr Morley (see p486)



LETTERS

Revlon meeting: beware the 1980's

Certain matters still remain unresolved after the NPA Revlon meeting in Manchester on March 28.

The attendance of so many members from places as far as Shropshire, Leeds etc must surely have been in the anticipation of problems, queries and frustrations being brought out into the open—problems, queries and frustrations that the NPA are fully aware of from the comments of members, correspondence and telephone calls made to them about Revlon. The NPA was in a position, on behalf of its members, to have prepared a series of questions on the topics the members had raised previously with them so that open and honest answers could be heard by all present.

Not enough opportunity was therefore given for open questions and answers, in fact the "open" part of the meeting was rapidly brought to an end cutting off open dialogue and the evening ended lavishly, though tamely, with a well prepared buffet.

Discussion of present-day Revlon was kept to the absolute minimum, and the talk on Revlon's future, assuming their continued growth since the introduction of Charlie (can it continue at its earlier break-neck speed?) seems destined to be concentrated in the main towards the departmental stores and "other outlets" yet to be named, and the independent chemist appears to be less fortunate.

Coming away from this meeting with this feeling in mind it did not seem surprising that we would not get our answers, and that our day-to-day frustrations were not going to disappear. And lastly, what a shame we travelled such a distance with very little to look forward to from Revlon! From my point of view I am thankful other companies with whom I deal do not give me the "aggro" I get from Revlon.

Clive Caplan
Yeadon

What has PSNC won?

West Glamorgan Local Pharmaceutical Committee has sent the following letter to the Pharmaceutical Services Negotiating Committee:—As you will recall, at an open meeting of contractors in this area held in September 1978, West Glamorgan LPC was given a mandate to forward or withhold the PSNC levy after assessing the progress made by PSNC up until March 1979.

Before committing West Glamorgan contractors' hard earned cash to PSNC perhaps PSNC itself could make it known exactly what has been achieved since September 1978? It would appear that there have been no progressive moves made on the negotiating front since November when the threat of industrial action stimulated the Department of

Health into setting up an independent panel to look into our case. On the above basis it may be worth threatening action again just to get the panel sitting.

We have heard of PSNC's representations to the Department for this and that, its submissions of this and that, its requests for this and that, but what has PSNC actually gained for the contractor since March 1978—in fact since March 1975? West Glamorgan LPC would be interested in seeing a comparison of incomes from March 1975 until the present time between other members of the so-called primary health team expressed in relative percentage increases of each profession.

Now that a general election has been called for May 3, has PSNC begun or is it about to begin an intense political pressure campaign with a view to extracting promises from the politicians as regards our remuneration and the iniquities of our contract?

West Glamorgan LPC wishes to hear PSNC's answers to these pertinent ques-

tions before acting one way or the other on the mandate given it in September last year.

Martyn Lloyd
Swansea
see p448—Editor

Photo difficulties

I noted with interest Xrayser's remarks (March 10) on the difficulties he experienced in viewing and handling new items of photographic equipment now that the representatives of Kodak and Agfa no longer call on him; and his comment that he no longer receives visits from representatives of specialist wholesalers. Could I suggest to Xrayser that he telephone his nearest Vestric branch where an appointment with one of our representatives will speedily be arranged?

I. R. H. Crimp
Photographic products manager,
Vestric Ltd

IPMI conference

Continued from p485

Chinese medicine

Two speakers addressed the conference on China, Mr A. G. M. Madge and Mr H. S. Morley. Mr Madge said the Chinese traditional medicine—roots and herbs—was practised side-by-side with Western medicine of antibiotics and vitamins. The latter were manufactured in China. "Everything is discussed—diagnosis, mode of treatment, etc—with the patient by the doctor", he said. As regards the traditional medicine "it would be wrong to dismiss it as folk lore since it did not emerge from an empirical history based on pharmacological attributes alone". The important role of the "bare-foot doctor" was emphasised by both speakers. An article on the work and improvisation in Chinese health care appeared in *Chemist & Druggist* March 17, p351.

Mr Morley, who recently visited China as a member of a team of pharmacists, doctors and science correspondents, said that while at the main Peking hospital he saw the manufacturing department of entirely ingenuous drugs which were popular with the doctors. Patients may opt for modern or traditional medicines and in one commune hospital north of Nanking he saw two dispensaries side by side, the traditional with a beautiful array of jars and the other with products similar to those of the West. The Western products seemed to be more popular in the commune hospital—there were large queues at that dispensary and not many for the traditional. There seemed no restriction on what could be purchased over-the-counter. He had bought antibiotic eye ointments, one being labelled in Latin.

In watching operations he had frequently questioned the doctor about the treatment but found it quite impos-

sible through an interpreter to probe in depth for satisfactory answers. The elimination of pests was of primary concern to the Chinese and particular attention was paid to flies.

Dr P. York, University of Bradford, describing the health services in Tanzania said the Ministry relied on a short course training to provide personnel for the "backbone" of the health service. These were dispensing auxiliaries with one year's training. A pharmaceutical assistant undertook three years including internship.

The final two papers of the conference dealt with two aspects of the National Health Service, hospital and general practice, in England and Wales. Mrs M. Benfield, principal pharmacist, Abbots Langley and Leavesden Hospitals, said one great advantage which had accrued from the NHS structure of recent years had been the possibility of meeting and exchanging views with colleagues, in the area hospital and the area consultative pharmaceutical committees. Sometimes meetings might be thought to be a waste of time but "they are providing an interwoven structure that means a closer co-operation than would otherwise be possible", she said. There had been suggestions that the area system was too small for the cost-conscious NHS and that this tier should give way to the regional units now developing particularly in the manufacturing quality control and drug information spheres. In the discussion, Mr M. Lightfoot said that if one of the tiers went, it ought to be the regional. So far as he was concerned, living in a thinly populated area, 100 miles from the regional pharmaceutical office its removal would be a "disaster". The region, he said, had little contact with either the local pharmaceutical consumer or contractors. The only contact between hospital and general practice people was at the area level in Cumbria.

Mr M. Almond, proprietor pharmacist, dealt with the NHS contract.

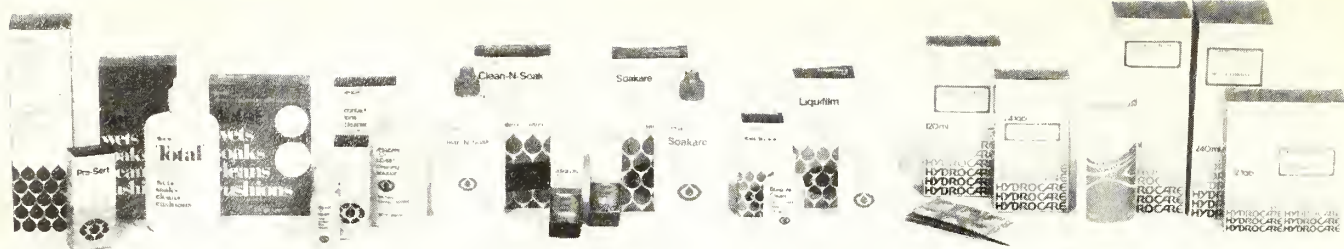


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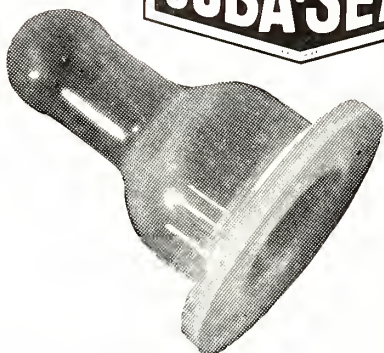
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For further information contact William Freeman & Co. Limited, Suba Seal Works, Staincross, Barnsley, South Yorkshire

Reprinted from the Product News Section of Nursing Mirror

COMPANY NEWS

Unichem distribution highest ever

Unichem's pretax profits for 1978 rose to £4.2 million from £3.3m in 1977—an increase of 27 per cent. These figures follow the earlier statement by Unichem (*C&D*, February 3, p135) in which annual sales for 1978 were reported at £99.2m, a 38 per cent increase.

Announcing the results this week, Mr Peter Dodd, managing director, said the share of profits allocated to members will represent the highest-ever increase in one year. The board proposes to recommend to the annual meeting, for members' approval, a distribution of £2.2m, (£1.2m). Included will be interest on members' shares at 15 per cent, the highest possible for the year according to Unichem.

Mr Dodd assured members that Unichem's policy will continue to reflect the board's and management's intention to further the interests of independent retail chemists in every way possible to help combat the pressures of the High Street chain stores and the supermarkets.

Sangers expand hospital services

Sangers hospital services department has been reorganised and expanded to cope with increase in business. Specialist hospital depots have been set up to provide a more comprehensive and efficient service and will maintain stocks of all hospital products where contractual arrangements are in existence with regional health authorities. The first three depots have been established at Exeter, Walthamstow and Mitcham within existing Sangers branches. Mr Crawford M. Graham has taken up his duties as group chief executive.

Alza link ends

Alza Corporation have announced that the current agreement for joint product development with Sandoz Inc has been

terminated. However, the companies intend to explore other areas for joint product development utilising Sandoz drugs and Alza therapeutic systems. The development programme, which began in March 1977, was for the incorporation of ergot alkaloids into an Alza drug delivery system.

Booker McConnell 'health' profits up

Pretax profits for the health products and pharmacies section of Booker McConnell rose by 17½ per cent to £2.2 million in 1978 compared with £1.86m in 1977. The section was previously reported with food distribution and includes the Kingswood Chemists chain. Group pretax profits rose by 12½ per cent to £24.51m (£21.8m) on turnover of £587.7m (£505.7m).

New accounting policies have been adopted mainly relating to deferred tax and the treatment of certain overseas subsidiaries. All figures are stated on a new basis.

Rockware slip back

Rockware Group Ltd's pretax profit for 1978 was £7.019 million compared with the record £7.411m in 1977.

Profits from the glass division were £6.97m (£6.94m) and main reasons for the disappointing results were "higher imports, a poor summer and an indifferent pre-Christmas period." Plastics, however, had an excellent year, with pretax profit at £899,000 (£735,000). Group turnover was £108.42m (£89.22m).

For 1979, the company adds that the national transport strike inevitably had a serious effect on the profit and cash position.

Pharmaceuticals aid R&C sales increase

Reckitt and Colman pretax profits rose to £61.3 million in 1978 from £57.9m in 1977. Sales were £606.6m (£557m). The pharmaceutical division contributed 9.9 per cent (9.6 per cent) to sales and 13.4 per cent (15.3 per cent) to profits. The household and toiletry division accounted for 35.2 per cent (34.7 per cent) of sales and 52.8 per cent (47.6 per cent) profits.

APPOINTMENTS

Fisons pharmaceutical division: Mr Robert Napier has been appointed to the board as financial and administration director to take effect from June 1.

Clairol Appliances: Mr Roy Sanderson has been appointed premiums manager. Mr Sanderson was previously a representative of the company in central London.

Sterling-Winthrop group: Mr J. D. Houston has been appointed to the board. He has executive responsibilities for the operation of the group's three major plants in the UK, manufacturing pharmaceuticals, organic chemicals and household products.

Optrex Ltd: David W. Goss has been appointed general sales manager. He has occupied various sales positions with the company since 1964 and is promoted from his previous position of national accounts and business development manager. Mr Paul Douglas becomes national accounts executive, responsible to Mr Goss for major wholesale and multiple accounts, and Mr Malcolm Mabbs, formerly territory manager, is promoted to key accounts manager.

Gillette UK Ltd: Roger Crudginton has been appointed brand manager within the personal care division with responsibility for Right Guard, Foamy, Dry Look and Adorn. He was formerly divisional sales manager (south), and has been with Gillette for 12 years. Robin Wilkins has been appointed brand manager for the Casual range of hair care products. He was formerly marketing research manager with Gillette Scandinavia.

Hills Pharmaceuticals Ltd: Mr Ronald Fielden, MPS, has been appointed managing director of Hills Pharmaceuticals Ltd on the retirement of Mr Milton Thomas, MPS. Mr Thomas has resigned from the boards of all Chemists Holdings Ltd subsidiary companies but will join the board of the parent company A. A. H. Subsidiaries Ltd on a part-time consultancy basis. Mr Leonard Southworth, FPS, has been appointed deputy managing director of Hills Pharmaceuticals Ltd.

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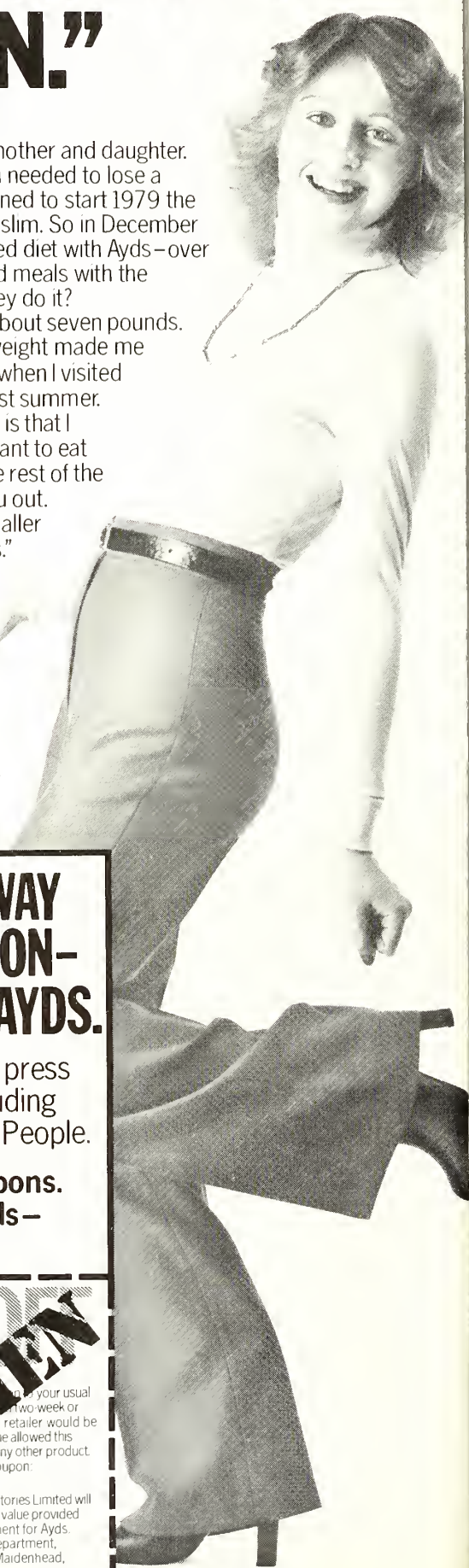
Liz and Joanna Lawrence are mother and daughter. Neither of them was a fatty but both needed to lose a little weight. They were both determined to start 1979 the way they mean to go on—beautifully slim. So in December they both went on a calorie-controlled diet with Ayds—over Christmas, too! And they enjoyed meals with the rest of the family. How did they do it?

Liz: "I needed to lose about seven pounds. Just that little bit of extra weight made me look a bit bulgy in a bikini when I visited my sister in California last summer.

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portions and resist fattening things."

Joanna: "I've just started modelling and needed to lose about a stone in order to get into the size ten clothes models have to wear. You know you need a lot of stamina dashing about between photographers and you must eat properly. And that's what Ayds do—help me eat properly."




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NOTE: If you are greatly overweight, consult your doctor before starting the slimming plan. The Ayds plan is not recommended for people suffering from glandular disturbances.

MARKET NEWS

Steep rises ahead?

London, April 4: Aromatics and solvents used in the production of pharmaceutical chemicals were substantially increased in price last month and it is expected they will have a notable effect on the rates for many chemicals in the next few weeks. Dearer quotations for acetone and acetic and formic acids are given below. Also more expensive are calcium and sodium gluconates, magnesium sulphate and sodium thiosulphate.

Among spices turmeric, ginger and fenugreek seed were lower while pepper, unchanged on spot, was dearer at origin. With supplies dwindling, botanicals were mostly firmer including cape aloes, benzoin, cascarara, dandelion, hydrastis, ipecacuanha and valerian roots.

Essential oils had another active week—the second in succession. This tended to harden the price but because of the weak dollar the end result turned out frequently to show a fall. Trade was apparently stimulated by sterling being strong against the dollar. Considerable price increases were effected in Java and Indonesia particularly vetivert (up £4/kg at £20) clove leaf and petitgrain.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—facial BPC £318; 99.5 per cent £304.50; 80 per cent grade pure £278.50; technical £260.
Celone: £332 metric ton for 30-drum lots.
Benzoic acid: BP in 500-kg lots, £0.7426/kg.
Calcium gluconate: £1,800 per metric ton.
Formic acid: per metric ton delivered in 4-ton lots, 85 per cent £331.50; 85 per cent £278.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £225 anhydrous £550; liquid 43° Baume 234 (5-drum lots); naked 18-tons £187.
Glycerin: In 250-kg returnable drums £610 metric ton in 5-ton lots.
Penicillin: BP 1973 £4/kg in 1-ton lots.
Salicylic acid: BP 88/90% £1.75/kg in 70-kg drum.
Magnesium sulphate: BP £134 metric ton; commercial £116; exsiccated BP £258.
Potassium sodium tartrate: £832 per metric ton.
Sodium gluconate: Technical £756 metric ton.
Sodium thiosulphate: photo grade £172 per metric ton; £160.75 ton in 4-ton lots.
Silver chloride: Anhydrous powder £450 metric ton, delivered U.K.

Crude drugs

Gar: Spanish/Portuguese £6.50/kg.
Aloes: Cape £1,070 ton spot; £1,040, cif. Curacao nominally £2,100 cif.

Balsams: (kg) Canada Unchanged at £12.75 afloat, £12.30, cif. **Copaiba:** £2.95 spot £2.80, cif. **Peru:** £9.85 spot; no cif. **Tolu:** £5.50 spot.
Belladonna: (kg) leaves £1.55 spot; herb £1.90 nominal spot; root in powder £1.10.
Benzoin: £185, cwt cif.
Buchu: Leaves £1.22/kg spot; £1.20 cif.
Camphor: Natural powder £5.60 spot; £5.40, cif. Synthetic £0.90 spot; £0.80, cif.
Cardamoms: Allepey green No. 2 £10/kg, cif.
Cascarara: £1,090 metric ton spot; £1,050, cif.
Cherry bark: Spot £1,050 metric ton, shipment £940.
Cinnamon: Seychelles bark £480 metric ton spot; £370 cif. Ceylon quills 4 o's £0.643/lb, featherings £0.16, lb, cif.
Cloves: Madagascar/Zanzibar £4,300 metric ton spot, £3,945, cif.
Cochineal: Tenerife black brilliant £17.50/kg, cif. Peru silver grey £14.40 spot; £14.20, cif.
Dandelion: Spot £1,970 metric ton spot, no cif.
Ergot: Portuguese £1.80 spot, no cif.
Gentian root: £1,780 metric ton spot; no cif.
Ginger: Cochin £700 metric ton spot; shipment £500, cif. Other sources not quoted.
Henbane: Niger £1,470 metric ton spot; £1,450, cif. Honey: (per metric ton in 6-cwt drums ex ware-house), Australian light amber £715 and medium £725, Canadian £820; Mexican £725, Argentinian £840 (white).
Hydrastis: No spot, £27/kg; no cif.
Ipecacuanha: (kg) Costa Rican, spot £11.90/kg, no cif.
Jalap: Mexican no spot; £1,420 metric ton, cif.
Kola nuts: £460 metric ton spot; £360, cif.
Lemon peel: Unextracted £1,080, metric ton spot; £1,050, cif.
Lobelia: American £1,290 metric ton spot; European £1,220 spot.
Liquorice root: Chinese £480, Russian £475 metric ton spot; Block juice £1.65-£1.90/kg spot.
Lycopodium: £4.80/kg spot, no cif.
Mace: Grenada unsorted £2,750 metric ton, fob whole \$3,000.
Menthol: (kg) Brazilian £7.50; spot £7.40 cif. Chinese £6.60 in bond; £6.35, cif.
Pepper: (metric ton) Sarawak black £975 spot, \$1,700; cif; white £1,475 spot; \$2,650, cif.
Nutmeg: (per metric ton fob) Grenada 80's \$2,800 sound unsorted \$2,500; 110's \$2,600, bwb \$1,700.
Nux Vomica: No spot or cif.
Pimento: Jamaican £1,120 metric ton spot; £1,085.
Podophyllum: Root Chinese no spot; £400 metric ton, cif.
Quillaia: Spot £1,020 metric ton; £730, cif.
Rhubarb: Chinese rounds 60 per cent pinky £3.30/kg, spot; £3, cif.
Saffron: Mancha superior £740/kg spot; Rio £785.
Sarsaparilla: Jamaican £1.70/kg spot; £1.60, nominal cif. Mexican £1.67 spot; £1.64, cif.
Senega: Canadian £9.20/kg spot, £9.10, cif.
Seeds: (metric ton, cif) **Anise:** China £870 for shipment. **Celery:** Indian £450. **Coriander:** Moroccan £210. **Cumin:** Indian (March-April) £950; other sources not available. **Fennel:** Indian £450; Iranian not available. **Fenugreek:** Moroccan and Indian £245.
Squill: Italian white nominal.
Tonquin beans: Para £2.90; kg spot £2.70, cif, both nominal.
Turmeric: Madras finger £530 metric ton, cif.
Valerian: Dutch £1,800 metric ton spot; £1,700, cif; Indian £1,150 spot; £1,120, cif.
Witchhazel leaves: £2.05/kg spot; £1.90, cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.35/kg duty paid.
Anise: (kg) Spot £15.50 shipment £14.50, cif.
Bay: West Indian £11.20/kg spot; £10.75, cif.
Bergamot: Scarce, £35.50/kg indicated.
Bois de rose: Spot £6.25/kg; shipment £6.25, cif.
Buchu: South African £125 per kg spot, English distilled £185.
Cade: Spanish £1.50/kg nominal.
Camphor white: £0.90/kg spot; £0.85, cif.
Cananga: Indonesia £13.65/kg spot £13.50, cif.
Cardamom: English-distilled £270/kg.
Cassia: Spot £36.50/kg nominal; shipment £34, cif.
Cedarwood: Chinese £1.50/kg spot; £1.22, cif.
Cinnamon: Ceylon leaf £2.45, kg spot; £2.40, cif. Bark, English-distilled £150.
Citronella: Ceylon spot; £2/kg; £1.80, cif. Chinese £2.70 spot; no cif.
Clove: Madagascar leaf, £2.65/kg spot; shipment £2.53, Indonesian £2.25 spot and cif. English-distilled bud £38.75.
Coriander: Russian about £20.50/kg.

Eucalyptus: Chinese £1.85/kg spot nominal, £1.80, cif.
Fennel: Spanish sweet £10/kg spot.
Geranium: Bourbon £45.50/kg spot £44.25, cif.
Ginger: Chinese £41.50/kg spot and cif. Other sources up to £75 spot. English-distilled £95.
Lavender spike: £13.50/kg spot.
Lemon: Sicilian best grades about £15.25/kg in drum lots.
Lemongrass: Cochin £6.50/kg spot nominal, £5.50, cif.
Lime: West Indian £11.85/kg spot.
Mandarin: Spot £25/kg.
Nutmeg: East Indian £9.75/kg spot, £9, cif. English-distilled £18.
Olive: Spanish £1,380 per metric ton in 200-kg drums ex wharf, Mediterranean origin £1,370.
Orange: For shipment, Brazilian, Florida and Israeli £0.65/kg, cif.
Origanum: Spanish 70 per cent £18.80/kg nominal.
Palmarosa: Spot £16.50/kg, £15.75, cif.
Patchouli: Chinese £11/kg spot, £10.25, cif.
Pennyroyal: From £10 per kg spot.
Pepper: English-distilled ex black £140/kg.
Peppermint: (kg) Arvensis—Brazilian £4.80, spot, £4.70, cif. Chinese £3.60 spot, £3.55, cif. Piperata American from £11 spot, £10.30, cif.
Petitgrain: Paraguay spot £5.50/kg; shipment £5.40, cif.
Rosemary: £6.50/kg spot.
Sassafras: Brazilian £1.90/kg spot; £1.75, cif.
Sandalwood: Mysore £72/kg spot. East Indian £60 spot, £55, cif.
Spearmin: (g) American £6.50 spot, £6, cif. Chinese £10 spot, and cif.
Thyme: Red 55% £16/kg spot.
Vetivert: Java £20/kg, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, April 9

Harrow and Hillingdon Branch, Pharmaceutical Society, Northwick Park Hospital, Watford Road, Harrow, at 8 pm. Annual meeting.
Southampton Branch, Pharmaceutical Society, Postgraduate medical centre, Southampton General Hospital, Tremon Road, Southampton, at 8 pm. Annual meeting.
Teesside Branch, Pharmaceutical Society, Middlesbrough Rugby Club, Green Lane, Middlesbrough, at 8 pm. Annual meeting.

Tuesday, April 10

Galen Group, Croydon, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mrs Joan Dunne on "Russia".
South-West Metropolitan Branch, Pharmaceutical Society, Bolingbroke Hospital, London SW11 at 8 pm. Annual meeting.
Stirling & Central Scottish Branch, Pharmaceutical Society, Station Hotel, Stirling, at 8 pm. Annual meeting.

Wednesday, April 11

Scottish Borders Branch, Pharmaceutical Society, Peel House, Peel Hospital, Galashiels, at 8 pm. Annual meeting.

Thursday, April 12

Bradford & Halifax Branch, National Pharmaceutical Association, Victoria Hotel, Bradford, at 8 pm. Annual meeting.
Northern Scottish Branch, Pharmaceutical Society, National Hotel, Dingwall, at 8 pm. Annual meeting followed by Dr P. Maey (Parfums Le Galion) on "History and development of the art of the perfumer."
Swindon Branch, Pharmaceutical Society, Room 4, Wyvern Theatre, Swindon, at 8 pm. Speaker, Mr David N. Sharpe, vice president of the Society.

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BUSINESSES FOR SALE

X1—NORTHERN CITY— Retirement vacancy late opening
pharmacy with turnover of
£130,000 per annum; 6,000
scripts per month. Property on
lease main road site. Stock
approximately £12,000. Offers
solicited for goodwill.

X2—MERSEYSIDE— company
with total turnover of £125,000
in two branches. For sale either
by purchase of shares of assets
including one freehold property
valued £8,500. Outstanding
opportunity at one site. Offers
invited for good and freehold
property. Stock approximately
£27,000.

X3—SHEFFIELD— Retirement
vacancy. Turnover approx-
imately £44,000 showing good
increase. 1,450 scripts per
month. 5.30 p.m. closing.
Freehold property £9,000. Stock
and fixtures at valuation approx-
imately £3,500.

**X4—NORTHERN ENG-
LAND—** Outstanding business
with 1978 turnover approx-
imately £163,000. 4,000 pre-
scriptions per month, freehold
property valued £18,000 price,
goodwill and fixtures approx-
imately £34,250, stock £28,000.
Vendors require bankers refer-
ence before details are disclosed
please.

X5—NORTH EAST TOWN—
family business operated from
busy shopping area. Turnover for
1977 £104,010 and dispensing
around 1,500 scripts per month.
Property for sale at £17,000, fix-
tures and fittings £3,250 and
offers are invited for goodwill
around £12,500 together with
stock at valuation.

X6—LANCASHIRE— Holiday
resort retirement vacancy on
busy main road position. Turn-
over 1978 £67,409. Pre-
scriptions 1,900 per month.
Property on lease £600 per
annum. Goodwill and fixtures for
sale at £5,750. Stock valuation
approximately £10,000

X7—NORTH COUNTRY
beauty spot—retirement vac-
ancy, turnover approximately
£40,000, freehold property with
spacious living accommodation
for sale at £18,000. Stock
approximately £4,500. Suit
semi retirement.

X8 — YORKSHIRE
DALES— Old fashioned bus-
ness with scope for develop-
ment. Freehold property to be
sold with living accommodation
soon available. Turnover to year
March 1978 £48,668. Good trad-
ing site. Will sell for value of
property £22,500 plus stock at
valuation.



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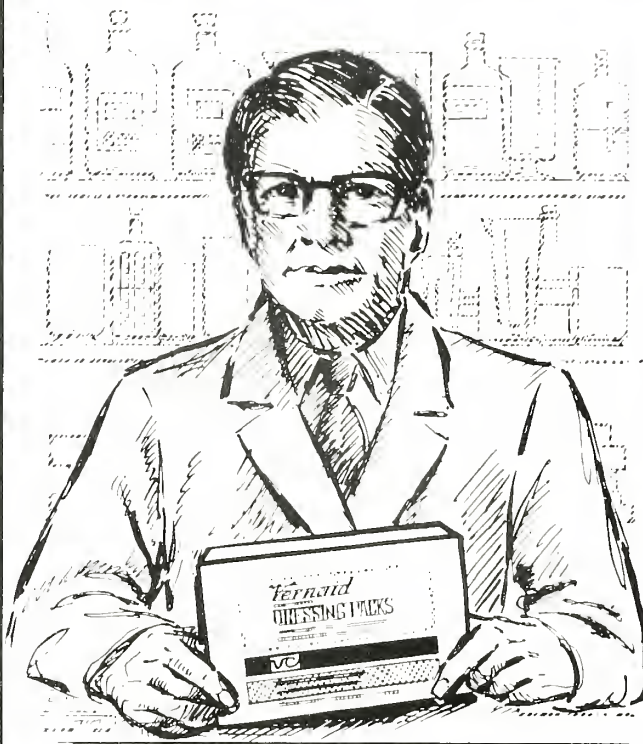
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